

TRADE NEWSPAPER FILM ADVERTISEMENTS



CHARLES FARRELL

and

JANET GAYNOR

crowned

KING AND QUEEN



he New York Daily News and the Chicago Tribune,

each with the biggest circulation in America's two biggest cities, have both overwhelmingly demonstrated the popularity of Janet Gaynor and Charles Farrell.

Each has conducted a movie star popularity contest. Gaynor and Farrell have won in both by a wide margin.

In New York; In Chicago;

Janet Gaynor . . . 40,417 - 8,202
Nearest competitor . . . 24,162 - 5,420
Charles Farrell . . 37,075 - 5,950

Nearest competitor . . 29,041 - 4,625

Exhibitors will not be surprised at their victory. They know that the names of Gaynor and Farrell on a house front bring capacity business.

Before these youngsters came to the Fox Studios five years ago they were unknown. Fox pictures and the great Fox organization have brought them to the top.

The King and Queen of the Movies will be together again in "Oh, For a Man!" following their sensational success in "Sunny Side Up" and "High Society Blues"

Watch the records go into the discard!





A Janet Gaynor Special

HEART FREE

ANGEL FACE
ANGEL EYES...

Winsome, radiant, adored personification of loveliness and grace. The most captivating "queen of the screen," in a rainbow of romance.

Witchery of GAYNOR

and

Wizardry of De SYLVA

Casting a golden spell over your box office

Heart of



Directed by

Light of
"Sunny
Side Up"

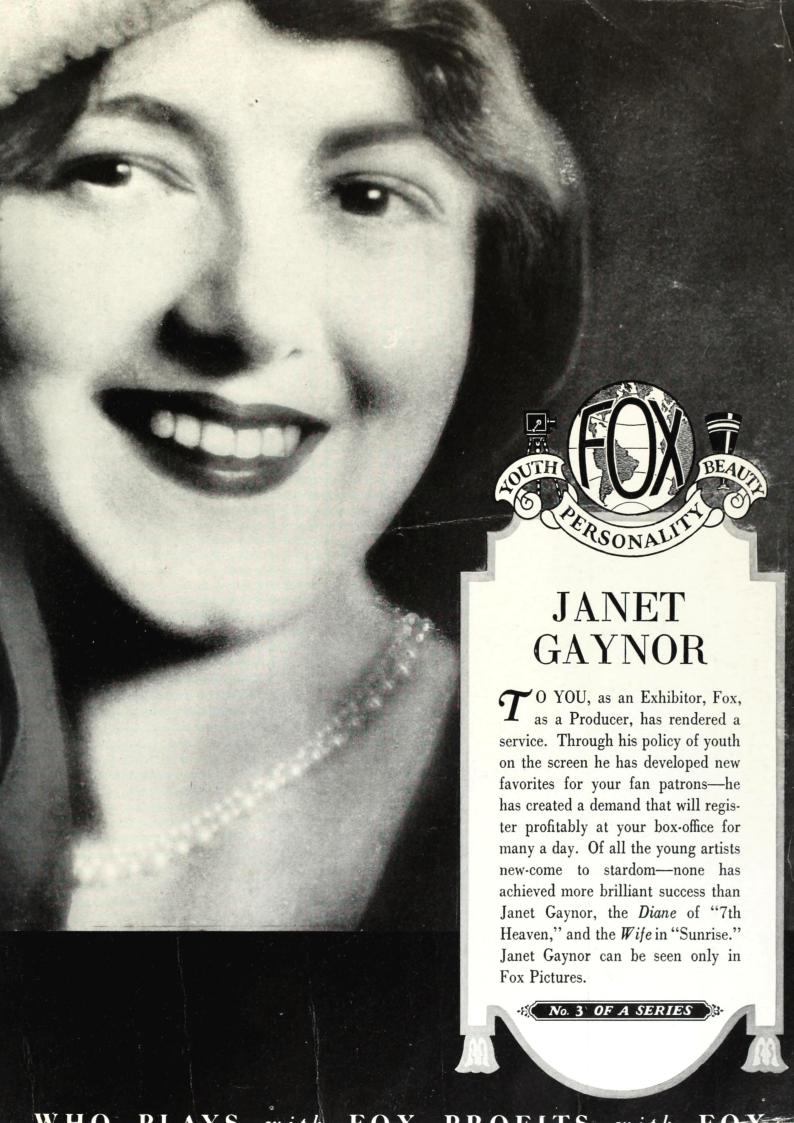
Spirit of "Street Angel"



GEORGE De SYLVA Showman Author Composer Directed by

DAVID BUTLER







Here's a Gerald Beaumont story of manhood, courage, faith and steadfastness! John Ford who directed such box-office bonanzas as "The Iron Horse" and "3 Bad Men," made this picture to quicken the hearts and make your patrons talk. It's a picture of a thousand sensations! BOOK IT NOW!

> UNUSUAL STORY WITH PLENTY OF AC-TION AND WELL SUSTAINED INTEREST. GOOD PRODUCTION AND FIRST RATE CAST. -Film Daily

A Fighting Drama of Adventure, Courage, Loyalty, and Strength on the High Seas

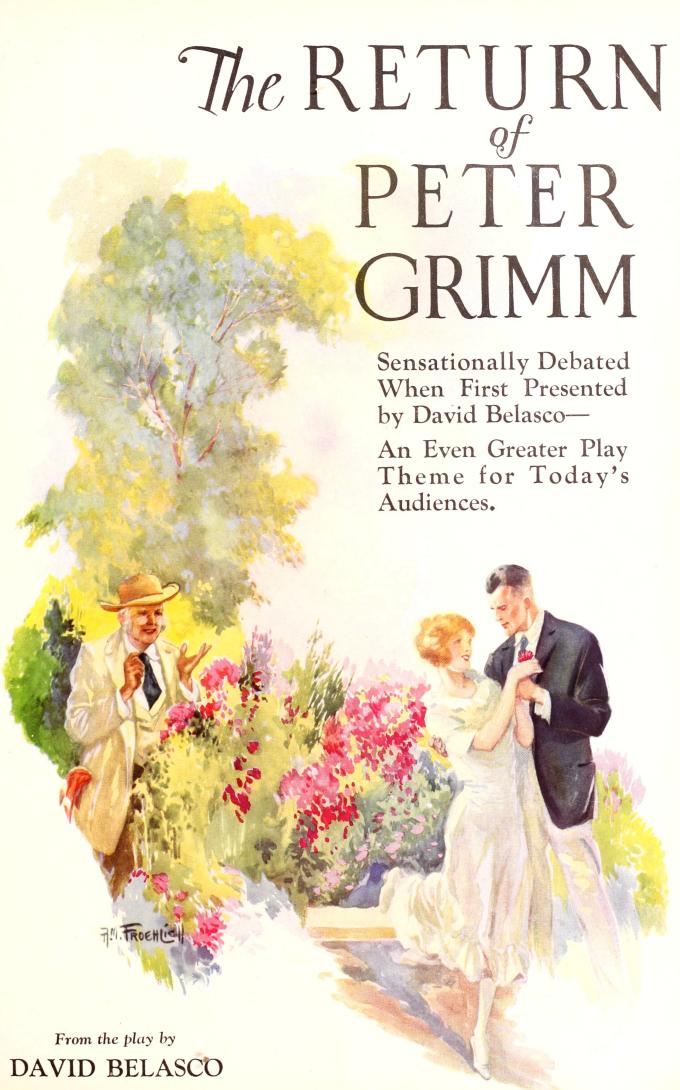
GEORGE O'BRIEN

JANET GAYNOR-MARGARET LIVINGSTON - WILLIAM RUSSELL

DAVID BUTLER-ROBERT EDESON - RALPH SIPPERLY and "JERRY the Giant"

From the story The Lord's Referee by GERALD BEAUMONT - Scenario by L.G. RUGBY JOHN FORD Production





The RETURN of



the livest ghost you ever saw-and how lovable a morbid scene in it-it's a py picture for a lively ience! Just wait Janet Gaynor, Alec Francis McBan-they'll Mickey hearts away!

THE RETURN OF PETER GRIMMIN

A Dramatic Answer to Life's Greatest Question
Based on DAVID BELASCO'S Stage Triumph

JANET GAYNOR-ALEC B. FRANCIS-FLORENCE GILBERT-RICHARD WALLING LIONEL BELMORE - JOHN St. POLIS - JOHN ROCHE

Scenario by Bradley King - VICTOR SCHERTZINGER Production

FOX

profit

picture



A DRAN To Life'

TANET GAYNOR

in this picture not only fulfills the brilliant promise of her several recent photoplay roles but proves herself to be ONE OF THE TRULY GREAT DRAMATIC ARTISTS OF THE SCREEN. A new bet for the box-office—WATCH HER!

VICTOR SCHERTZINGER Production

THE REDER

Fox Film Corporation.

TIC ANSWER-reatest Question/

Here's a picture that was aimed at the Box-office—it will shoot straight to the heart of the world!

No greater drama has been presented on the screen than this-

WILLIAM FOX

AVID BELASCO'S

STAGE TRIUMPH

JANET GAYNOR

LEC B. FRANCIS FLORENCE GILBERT CHARD WALLING LIONEL BELMORE JOHN ROCHE

TURN

Fox Film Corporation.

NOW PLAYING

at the

CARTHAY CIRCLE

THEATRE, LOS ANGELES, CALIFORNIA

WORLD'S PRE-RELEASE

set for an indefinite run two shows daily, at \$1.65 top!

prolit picture/

WILLIAM FOX presents
JOHN GOLDEN'S
greatest triumph

THE

THE MOTION

If ever a picture is worth road showing—"7th HEAVEN" is that picture—but YOU get it direct!

Take advantage of this generous offer—for playdates—and play it up as a big Road Show Attraction! It's BIG!

A Drama of Spiritual Awakening Through Love and Courage!

FRANK BORZAGE PRODUCTION

The Greatest Drama
Ever Made for the Screen
Is Coming DIRECT TO YOU!



IF

the opinion of critics, the preference and patronage of the public, the judgment of the Trade are barometers of value

THEN

the most important announcement of many years past is the fact that







FACTS about the picture certain to make Box Office history! Two young stars (destined to be the greatest) in a dramatic thunderbolt!

The Director FRANK BORZAGE. at his very best!

John Golden's triumph -4 seasons on Broadway and a top attraction on the road - - everywhere!

Realism! 2 years in the making. Scenes photographed in France and Hollywood. Costumes and taxicabs that were actually used in the World War!

Made to be a great outstanding production!

You can call this a promise or a threat — 7th HEAVEN is absolutely the greatest drama of this year or any other year!







The best critics in the best papers have praised it!

The best theatres in the largest cities have played it!

The best people — and the worst — have applauded it!

The best luck that can befall you is to get it —

So contract for it, if you can!

**The State of the State of the

FRANK BORZAGE production

From John Golden's play-hit by Austin Strong

The Best Picture of 1927







the best picture of the year



This Gold Medal Winner
Leads the
Fox Quality Procession

WILLIAM FOX PRESENTS

JANET GAYNOR in "2 GIRLS WANTED"

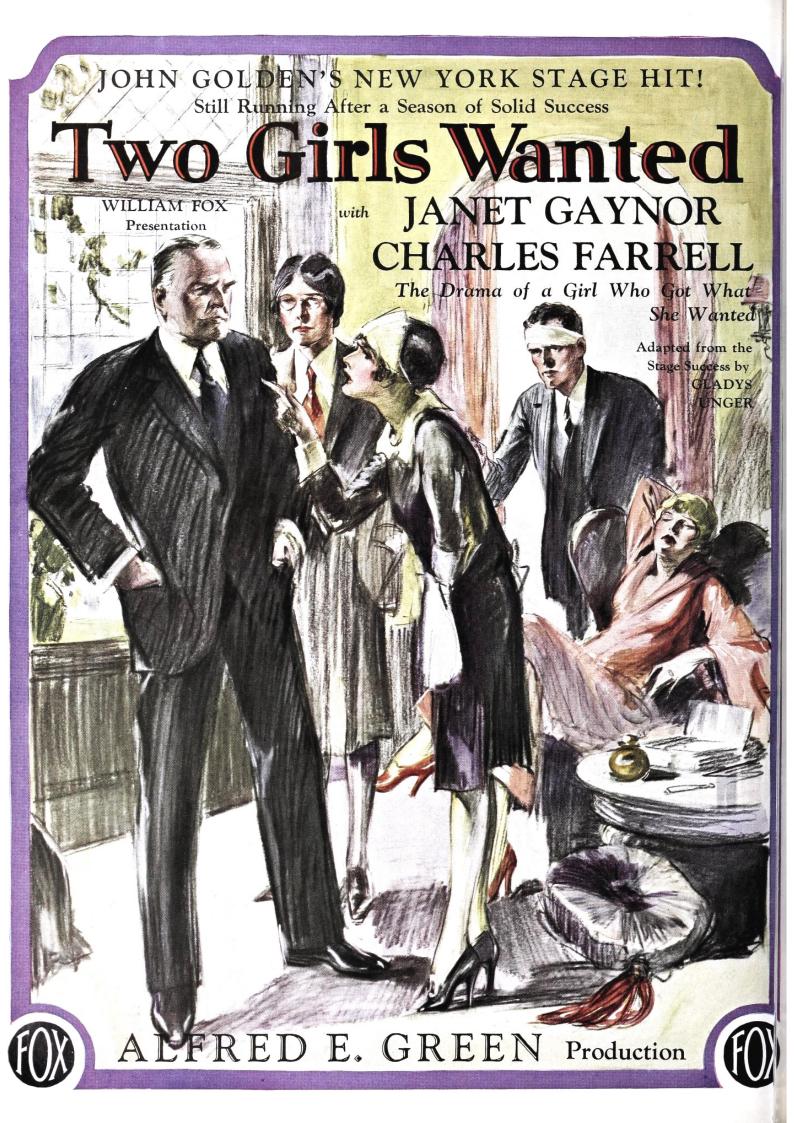
from the play by Gladys Unger

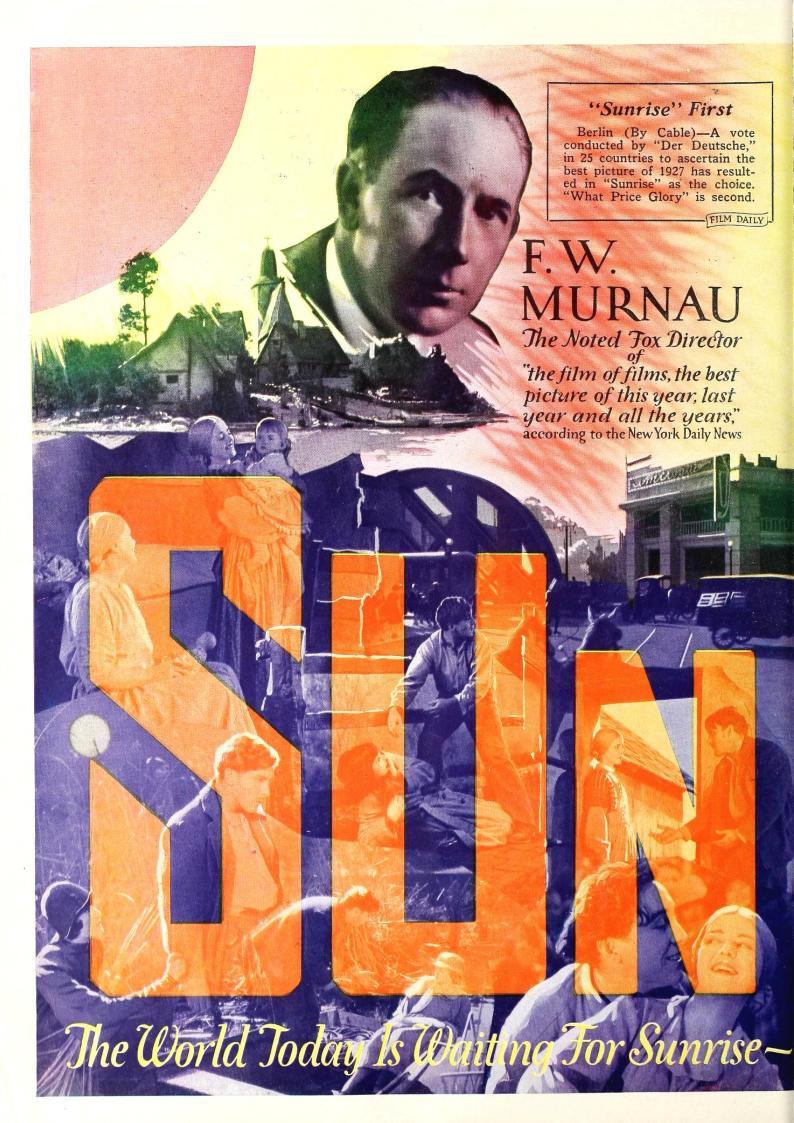
WITH the first projection of this picture in the first theatre to play it—a new star will have come to the screen. Janet Gaynor has been made a star, not as a commercial expedient— a name on which to hang an exploitation campaign—but because the superb quality of her acting so dominates any picture in which she appears that she becomes the stellar attraction—all else is subordinate. "7th Heaven" has established this conclusively. Janet Gaynor as Diane—what a paeon of praise has rung through the columns of the press, has sounded from the lips of her audiences! And now we have Janet Gaynor as a star—presented first in the screen version of this spirited comedy-drama which has so proven itself in a year of solid success in New York.



In the September List of Fox Profit Pictures JANET GAYNOR in "2 GIRLS WANTED"









in Carthay Circle Theatre LOS ANGELES

where pictures are booked on merit and played to make money

In the first 5 weeks "Sunrise" total was

\$2,010.48 better than "7th Heaven" in the same theatre \$ \$10,689.63 better than "What Price Glory"

These actual figures tell their own story of this outstanding success, now playing

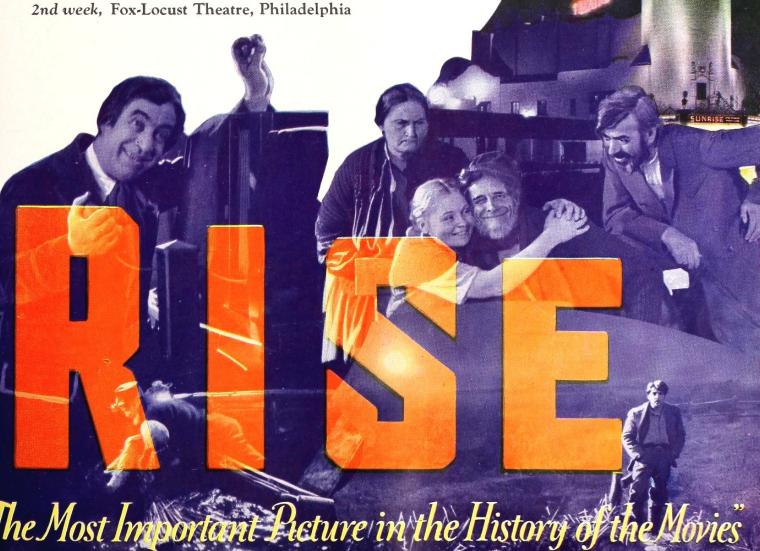
19th week, Times Square Theatre, New York

6th week, Capitol Theatre, Berlin, Germany

6th week, Tuschinski Theatre, Amsterdam, Holland

5th week, Red Mill Theatre, Stockholm, Sweden





THE ONE GREAT



INDEPENDENT

The Box Office has Spoken

"F. W. Murnau's Sun'
rise is the greatest ad'
represents in motion
rictures since motion
rictures of the motion
represents of the motion
represents and
represents add
ricture machine.

Raoul Walsh

Director of Glory, and
"What Price Dancer
"What Price Moscow"
of Moscow"

"The greatest achievement in motion pictures that I have ever seen. A picture of this sort increases our ambitions and makes us happy to be identified with the same profession."

-King Vidor

Director of "The Big Parade"

Now Three Directors Speak

step forward in motion
is something that will
course, there can, of
Sunrise, but one

Director of "7th Heaven" and

"One of the most outstanding triumphs of the screen."

-Henri Bernstein, distinguished dramatist.

"It is so tremendous in its power, so engrossing in its dramatic magnificence, that it stands alone as an example of the art of motion pictures."

-Rose Pelswick in the New York Evening Journal.

"SUNRISE, the superb and crowning work of a master."

-Monroe Lathrop in the Los Angeles Express.

"It stands alone as the film of films."—Irene Thirer in the New York Daily News.

"I cannot tell you how delighted I am with SUNRISE and the promise that it holds out of bigger and better things in the film industry."

—Dr. R. S. von Kleinsmid, president of the University of Southern California.

"I am compelled to seem extravagant in my praise of the picture SUNRISE. It is an extraordinary achievement—one that deserves to be considered above all the other extraordinary achievements in the miraculous history of the movies."

-Robert E. Sherwood in McCall's Magazine.

WILLIAM FOX Presentation

with

JANET GAYNOR and GEORGE O'BRIEN

Story by
HERMANN SUDERMANN



Scenario by CARL MAYER



It is the only picture that the writer has seen worth waiting hours in line to see.

—Springfield (Mass.) Union

It is not only a transcending artistic triumph, but is excellent entertainment and a financial success. -Masonic Review

A triumph from every angle. If you are a movie fan don't miss "Sunrise."

—Philadelphia Daily News

of "Sunrise" cannot be discounted.

-Film Daily

"Sunrise" is the most remarkable film ever turned out by an American producer.

-Exhibitors Herald

The picture is well worth two dollars of anybody's money, for it is not only different in every way, but the greatest screen offering ever brought to Springfield.

Springfield (Mass.) Daily News

This picture will rank with the half dozen masterpieces of the screen.

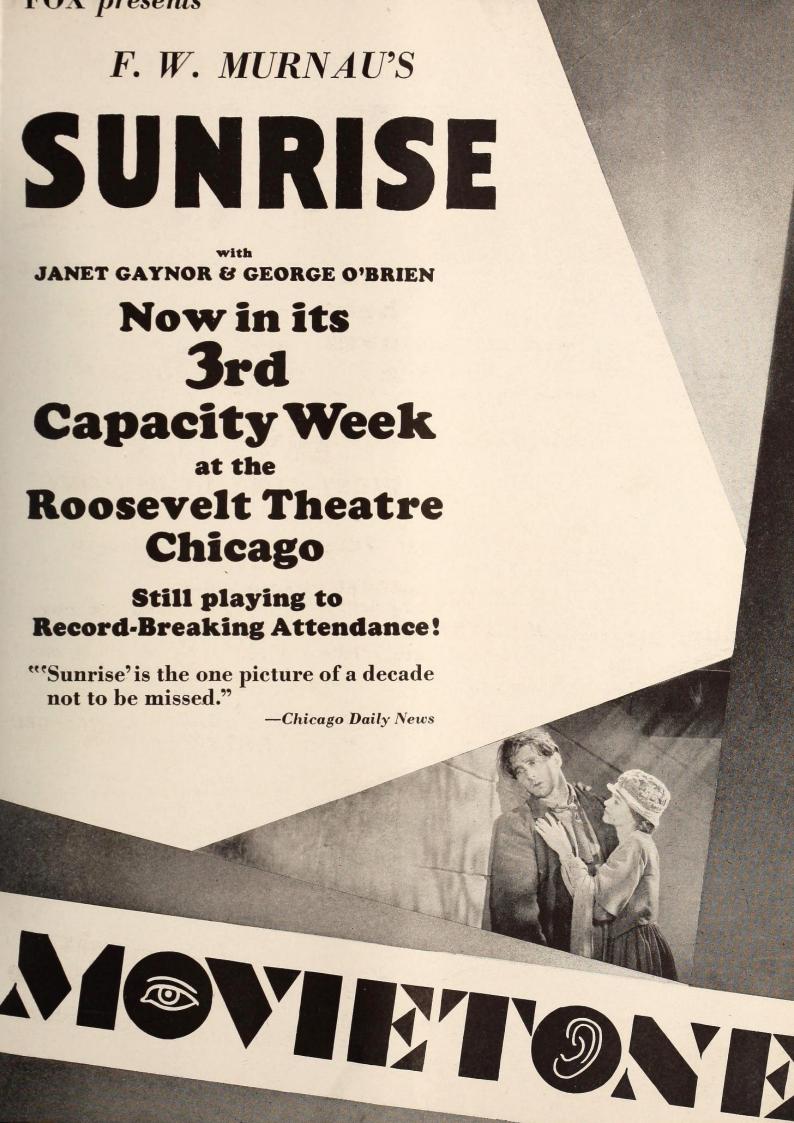
-Cleveland News

William Fox Presentation

JANET GAYNOR and GEORGE with O'BRIEN

Story by HERMANN SUDERMANN Scenario by CARL MAYER

F. W. MURNAU PRODUCTION



Business that Surprised Even the Smart Eggs STREET ANGEL

is a pushover!

More than
\$18,000
weekly
at \$2
twice daily
at the
Globe Theatre
New York
Beating every picture
that ever played
at that theatre

\$19,002 first week's receipts, breaking all records of all pictures ever shown at the Carthay Circle Los Angeles where the picture without the usual elaborate presentation is packing 'em in

WILLIAM FOX presents

Frank Borzage's

STREET ANGEL

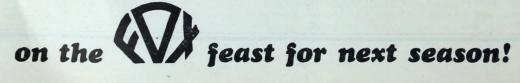
with Janet Gaynor and Charles Farrell

Also twice daily on Broadway, John Ford's 2 Successes

FOUR SONS MOTHER MACHREE

Coming Soon: "The Red Dance" Raoul Walsh production

And these are only appetizers



THERE
ARE

IO
RESERVED
SEAT
PICTURES
ON
BROADWAY

JEANK
JERRANK
JERRANGE'S
ANGET
ANGEL

leads them all:



WE dropped into the Globe thean tree the other night to see the new Fox picture, "Street Angel." And we came fro mthe theatre with the distinct impression that little the distinct impression that says the screen. The greatest actress on the screen.

DAILY NEWS

E have often had it in our pile a list of noteworthy ord wherein will be registered the great in motion pictures. Street Angel" for one. Whatser of this year, this gem, by every galaxy of permanent achieve-

WILLIAM FOX presents

The World's Most Popular Pair

JANET GAYNOR

and

CHARLES FARRELL

TWICE DAILY to the capacity of the GLOBE THEATRE

And this one is just an appetizer on the



FEAST FORNEXT SEASON

It took To Break Every Record at McVickers

When Balaban & Katz, for the first time in 12 years, took a chance on Fox product, look what

FRANK BORZAGE'S

STREET ANGEL

with

JANET GAYNOR and CHARLES FARRELL did to the weekly statement

MORE \$40,000 IN THAN THAN

Positively the biggest weekly gross ever at this theatre

Now you understand why



PARAMOUNT ENDORSES FOX

R OR the first time in history, Balaban and Katz of Publix (Paramount) Theatres booked Fox product for their big Loop theatres in Chicago, having bought fifteen FOX pictures for exhibition during the coming season. B. & R. are to be congratulated upon their good sense in thus affording the patrons of their theatres the greater diversity of program assured by these splendid FOX pictures.

knocks'em for a loop in CHICAGO

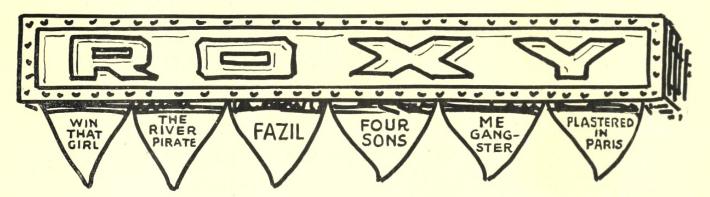
Theatres in 2 Biggest Cities!

FRANK BORZAGE'S

with Janet Gaynor and Charles Farrell

in spite of a terrific heat wave grossed

(without war tax) last week at the



HENEWSPADER OF FILMDOM O WY DONIES Looping the Loop

In Chicago, the first two Fox pic-In Chicago, the first two Fox pictures to play the loop are doing twery nicely, thank you. "The Street Angel" is in its third week at the McVickers. Garnishing plenty of McVickers. Roosevelt, "Sunrise" is making the old till resound to the steady clink of good old American dollars.

So Bill Fox and his disciples wax lerry. Wouldn't you? dollars.

merry.

In the face of an overwhelming temperature of 103 degrees Fahrenheit

"Street Angel"

did more than

McVICKER'S THEATRE, CHICAGO

This is the first Fox picture ever to play a B & K house

annot be equalled



Held Over a 3rd WEEK

at the

ROXY!

Frank Borzage's

"STREET ANGEL"

with Janet Gaynor and Charles Farrell

NETTED \$125,994 FIRST WEEK

Will be held a Brd

Now playing 4 shows a day to over \$4,000 a performance

"WHAT PRICE GLORY" played 5 shows daily to over \$3,000 a performance!



Record-Breaking Specials



WILLIAM FOX presents

FRANK BORZAGE'S

"STREET ANGOL

with JANET GAYNOR and CHARLES FARRELL

WEEK AT THE



NETTED more than

First Three Weeks!

"Breaking all previo records for attendan and receipts at t world's largest theatr

has 5 other \$2 NOW
Specials Ready

More People Than
Ever Saw Any
Picture In Brooklyn

47,723

persons paid admission

to the new

FOX THEATRE

last Saturday, Sunday and Monday

to see

FRANK BORZAGE'S

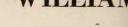
STREET ANGEL

with Janet Gaynor

and Charles Farrell



pictures certainly pack 'em in



FRANK BORZAGE'S

STREET ANGEL

with

JANET GAYNOR & CHARLES FARRELL

held over at at the

ROXY

FIRST TIME IN HISTORY OF THAT THEATRE!

1st WEEK-New World's Record for 4 shows a day!

2nd WEEK-Tremendous!

3rd WEEK-Surprised even the box-office prophets!

4th WEEK-Watch it break every existing box-office record in the world!

At McVicker's Theatre, Chicago, "STREET ANGEL" broke all existing house records its first week!

Just completed a 5 week capacity engagement!



has 3 more \$2 Specials
Four Sons—The Red Dance
Mother Machree with or without





Netted almost half a days at the Roxy!

Frank Borzage's

STREET ANGEL

with

Janet Gaynor Charles Farrell

roke all records at the by Strand, Milwankee, by Held over 2nd week.

Broke record Strand, Kentucky.

Holds long run record

The New Baltimore, Md.

Opened to big.

Rest business in Rochester Theatre,

N. Y.

Broke weekly
record at the
Palace, Montreal,
previously held by
another Fox picture,
Over the Hill, by more
than \$5,000! This is
\$2,300 more than biggest week for any picture
in any Canadian theatre at
any time.

PROVES its leadership

JANET GAYNOR-FARRELL MACDONALD NANCY DREXEL - CHARLES MORTON MARY DUNCAN - BARRY MORTON

F W. Murrnaus

production

Chow completed

Box Office Value to be established in \$ 25 engagements next winter

These 6 productions are

WILLIAM FOX

Slock Add

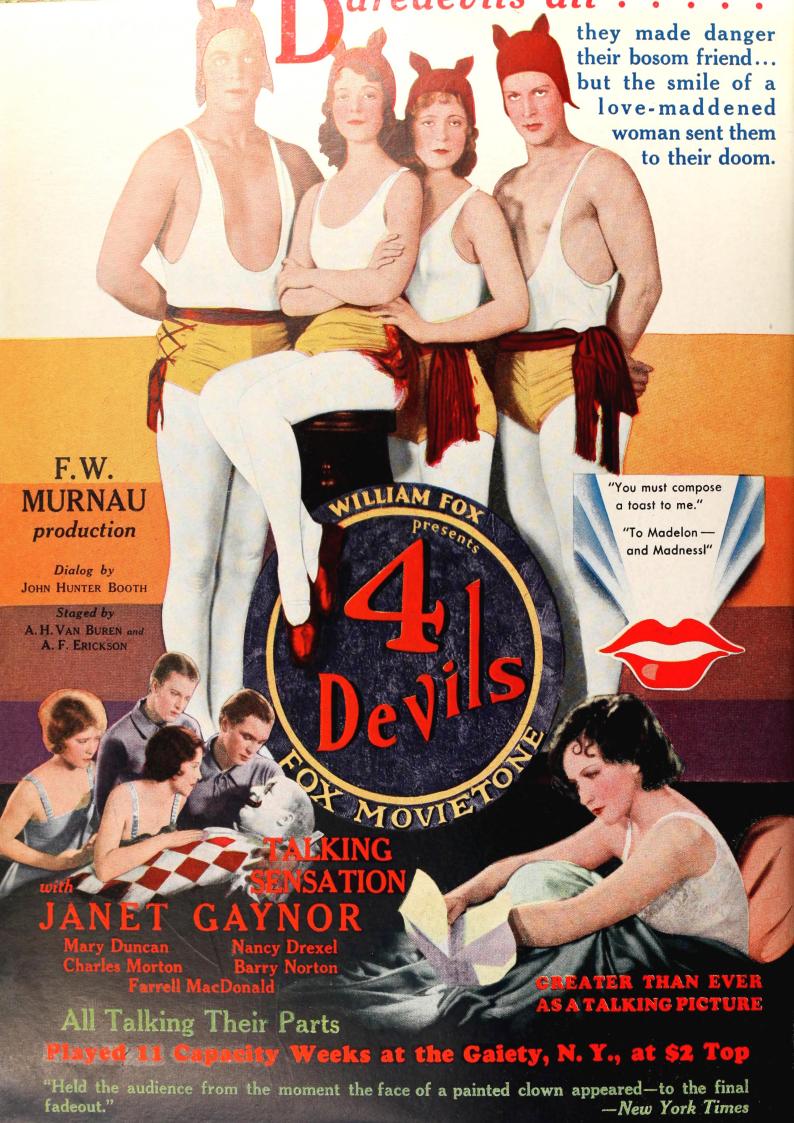
production

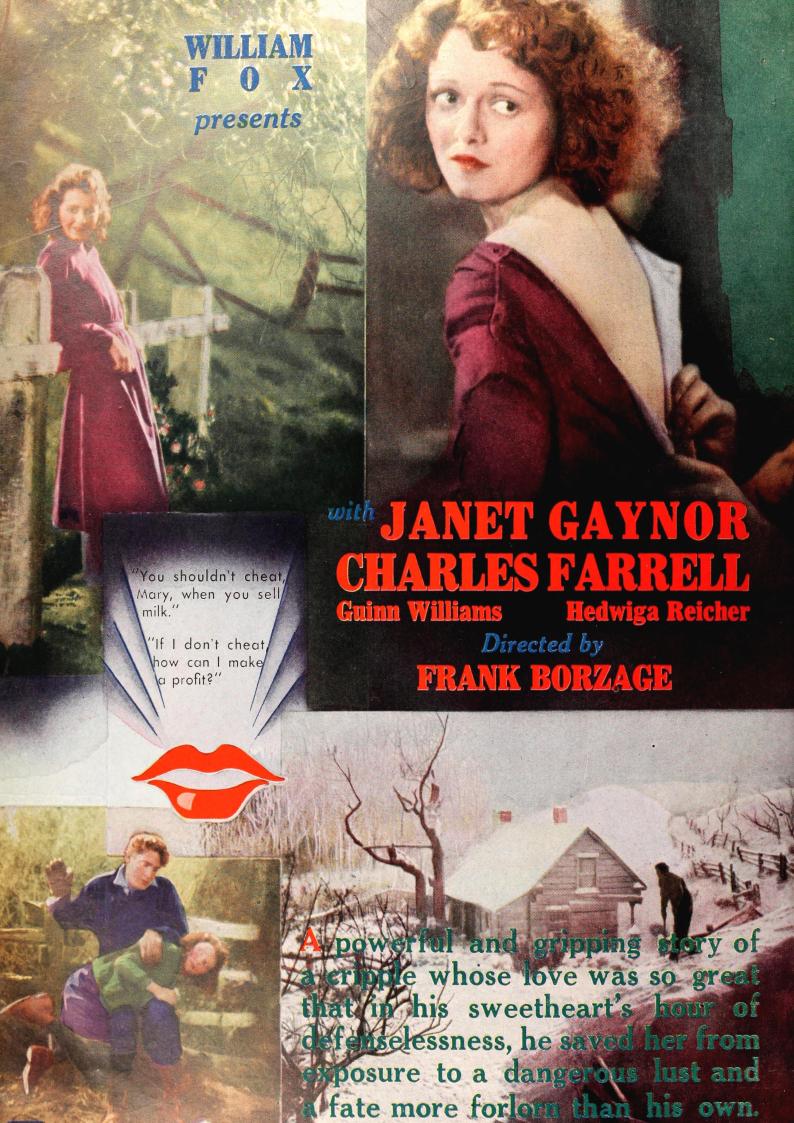
OA drama of love, hate and revenge by

Berthold VIERTEL

McLAGLEN and Edimund

by Laurence Stallings NEW ADVENTURES OF THE HARD-BOILED MARINES Raour Walsh production







FOX GETS OFF TO A FLYING START This is our year

THE WORLD'S LARGEST THEATRE ISN'T LARGE ENOUGH TO HOLD THE CROWDS THAT WANT TO SEE THE NEW AND GREATER FOX

And now it's

the all talking, singing, laughing Movietone

MOVIETONE

PICTURES

FOR 1929-

1930

The

COCK EYED

WORLD

with VICTOR McLAGLEN EDMUND LOWE, LILY DAMITA

that did more than \$100,000 in 4 days at the Roxy—more money than has

First it was

JANET GAYNOR

and

CHARLES FARRELL

in their first talking picture

LUCKY STAR

Directed and Staged by FRANK BORZAGE Presented by WILLIAM FOX

that jammed the Roxy Theatre to the rafters, necessitating holding the

by the "Street Angel" trio, Gaynor-Farrell-Barzage.

P

"'Lucky Star' sets record for summer business with \$132,300"

GET ON THE FOX BAND WAGON

AND RIDE IN ON BIG PROFITS TO BE MADE

with

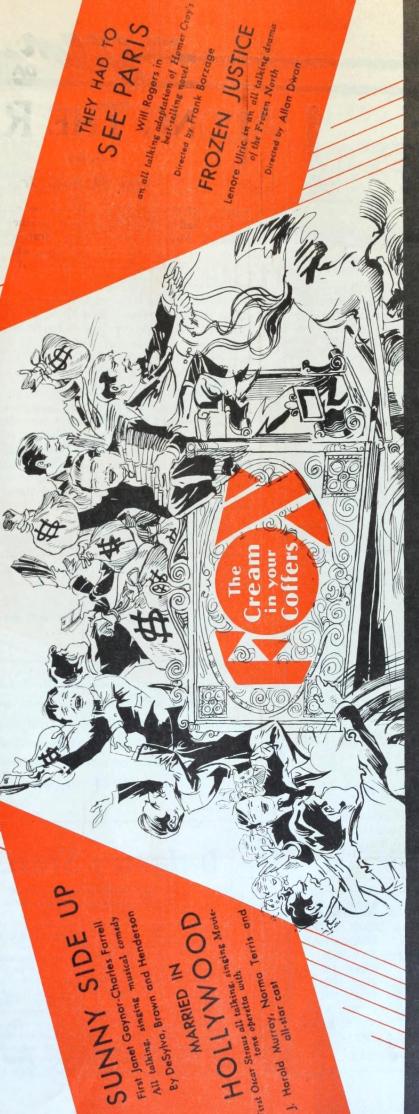
prologue. The hit of New York is bound to be the hit of the Nation. Play it and learn your real capacity.

Story by Laurence Stallings
and Maxwell Anderson
Authors of "WHAT PRICE GLORY"

Directed by RAOUL WALSH

Dialog by WILLIAM K. WELLS

Presented by WILLIAM FOX



and 42 OTHER FOX BOX OFFICE NATURALS







than get all the people into the GAIETY THEATRE, N. Y.,

who want to hear and see

SUNNY SIDE UP

The screen's first original ALL TALKING, SINGING, DANCING MUSICAL COMEDY

presented by WILLIAM FOX

AT EVERY SHOW

twice daily and 3 times Saturday and Sunday, THOUSANDS are turned away with all available standing room sold.



Songs, story and dialog by

DE SYLVA, BROWN and
HENDERSON

with

SHARON LYNN
FRANK RICHARDSON
EL BRENDEL
MARJORIE WHITE

Dances staged by Seymour Felix

Directed by DAVID BUTLER







production — with Fox Movietone Symphonic Orchestration

"Directed by a master hand . . . beautiful . . . You'll love Janet's performance. Superlatives can't describe this exquisite little creature.

-N. Y. Daily News

"Miss Gaynor . . . is so sincere and exudes so so much charm and personality that that reputed box-office perquisite-sex appeal-is not missed in her. Our Janet is more than okay." -N. Y. American

"In it you are watching one of the great ladies of the cinema . . . The picture is entirely Miss -N. Y. Herald Tribune

"Janet Gaynor touches the dramatic heights she reached in 'Seventh Heaven'."

-N. Y. Morning Telegraph

"... as for the players only the most generous praise is to be bestowed upon them."

-N. Y. World

"... reminiscent of '7th Heaven'... makes for an enjoyable session. The most charming ... in which the star has yet appeared.'

-N. Y. Sun

"... captivating as ever ... acting honors go beyond a doubt to the delightful little Miss Gaynor."

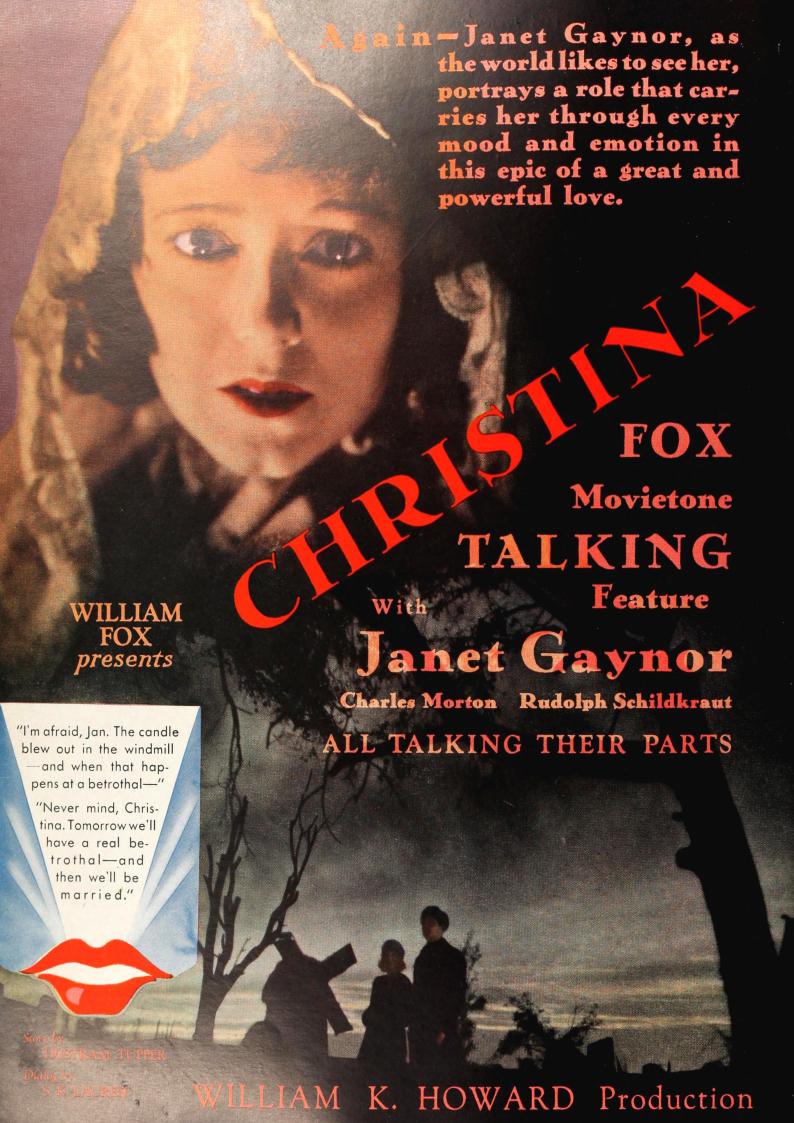
Janet Gaynor is again ... appealingly delightful in 'Christina' . . . she invests the role with persuasive loveliness."

N. Y. Journal -N. Y. Journal

NOW PLAYING GAIETY Theatre, N. Y., at \$2

Sock the Box-Office Bull's-eye with doughgetting features from





The Best Picture of the Year!

Strong words, but deny them if you can after screening

HIGH SOCIETY

with JANET GAYNOR CHARLES FARRELL

WILLIAM COLLIER, Sr. HEDDA HOPPER LUCIEN LITTLEFIELD LOUISE FAZENDA JOYCE COMPTON

> Story by Dana Burnet Dialog and adaptation by Howard. J. Green

Words and music by James Hanley and Joseph McCarthy

> Made by the trio responsible for SUNNY SIDE UP and the studio that produced THE COCK EYED WORLD

BLUES

BUTLE

Directed. b

DAVII

WILLIAM FOX

GAYNOR and FARRELL sing

"I'm In The Market For You

"High Society Blues" "Just Like A Story Book"

"Eleanor"

Published by RED STAR MUSIC COMPANY



HOS HOLL

Charles

Janet

A Alega



THE
HIGHEST
TYPE
OF
PICTURE



GAYNOR CHARLES FARRELL

RAOUL WALSH'S
THEMAN WHO
CAME BACK

From the play by JULES ECKERT GOODMAN and JOHN FLEMING WILSON Screen play by EDWIN J. BURKE Settings by JOSEPH URBAN

Gaynor and Farrell together again, to bring packed houses everywhere, to make Prosperity a golden fact! Every picture they have made together has brought big money to you.

Now you are to have them in a play that will wring the hearts of humanity, and go down in screen history as one of the greatest love stories of all time. Gaynor and Farrell! Triumphant at the box office! Enshrined in the hearts of all!

LOOMING UP
AS THE
BIGGEST
ATTRACTION
OF
1931

FOX

Raoul Walsh's THE MAN MINO CAMEE BACK

with JANET

and

CHARLES

CHARLES

GOODMAN

BY JULES ECKERT GOODMAN

BY JULES ECKERT NG WILSOKE

BY JOHN FLEMING BURKEN

Ond JOHN PLEDWIN J. URBAN

Screen play by JOSEPH

Screen play by JOSEPH

Sertings

Settings

Their
Newest
and
Greatest

BIGGEST
BUSINESS
SINCE "THE
COCK EYED
WORLD"

Held for md md week at ROXY





- When they vote on the ten best pictures of the year, this will be there!
- Janet in her best role brings tears and sobs, laughs and smiles in a drama saturated with human interest and box office values.
- Great for the whole family. Marvelous business builder.

DADDY LONGALECA

JANET GAYNOR WARNER BAXTER

UNA MERKEL

John Arledge

Claude Gillingwater, Sr.

Kathlyn Williams

Play by Jean Webster

Directed by ALFRED SANTELL

PROUDLY PRODUCED AND PRESENTED BY







"AS SWEET AND REFRESHING AS THE FIRST BREATH OF SPRING"

-James Starr, Los Angeles Evening Express

DADDY LONG LEGS

with

JANET GAYNOR WARNER BAXTER

UNA MERKEL · CLAUDE GILLINGWATER, SR.

JOHN ARLEDGE · KATHLYN WILLIAMS

Play by Jean Webster Directed by ALFRED SANTELL



Tears, heart throbs, sighs, sobs and laughs—they make box office! "Daddy Long Legs" with a story drenched with human interest brings them all.

Janet, oft crowned queen of the screen, shines in her best role since "7th Heaven." Your audiences will be stirred and thrilled as they have not been in years. Fox brings you a perfect picture that will build and build and build!

"Charming and refreshing. The role of the quaint and wistful Judy fits the petite Miss Gaynor as though it had been originally written for her."

-Edwin Martin, Hollywood News

"Daddy Long Legs will give public plenty of chance to laugh and weep."

-Louella Paysons, Los Angeles Examiner

"Janet's most satisfactory appearance since '7th Heaven.' Picture ought to have wide appeal."

-Harrison Carroll, Los Angeles Evening Herald

ROXY NOW





Best Gaynor in Years!

"DADDY LONG LEGS GIVES JANET HER PERFECT ROLE"

"Daddy Long Legs at the Roxy. Janet Gaynor in a new talkie version of the popular Cinderella story. Charming. The best Gaynor in years."

— New York Daily Mirror



"For the first time an actor and an actress, both holders of the annual best performance awards of the Academy of Motion Picture Arts and Sciences, play together in the same film. This award of merit is regarded as Hollywood's equivalent to the Nobel prize."

—New York Evening Post

DADDY LONG LEGS

JANET GAYNOR WARNER BAXTER held over ROXY



Directed by ALFRED SANTELL

DAILY

"Shipmates" Steps Fast Long Legs

In Phill

Legs" Hikes

Sinners" and "Legs" Bright "Long Legs" High in L. A.

Gets \$10,000 In Albany Run Ray in Denver; Phenomena

Long Legs" is Seattle's High With \$15,000

In Providence "Gertie" Big 'Enemy" and

Is Held Over "Long Legs

Page' in Mpls. Goes to Front \$25,000 High

Gross \$5,000 Omaha House Legs" Hikes

DAILY

In Montreal Grosses Sag

In Portland

Hot St. Pau "Rosie" Cops \$15,000 in

Of Tong Legs \$50,000 Take Over Average 'Gigolo'; \$500 Boston Likes

In Frisco Run

Five and Ten Cakes \$14,50

Long Legs

Walks Secon Poronto Wed

In Milwauke First Runs

Buffalo Sends Mercury in

Gross \$5,000 Omaha House

Grosses Down

JANET GAYNOR and



Together in

MERELY MARYANN

Supreme Sweethearts of the screen ...

Answer the cry and call of your young people for glittering, gorgeous romance...

Little slavey of the pots, pans and brooms rises for a Beau Brummell poet, and they both go head over heels.

Janet makes every girl wish that she was she ...

Charlie makes every boy wish that he was he!

Play by ISRAEL ZANGWILL

Adaptation by
JULES FURTHMAN

Directed by



CHARLES FARRELL

Two More

SALOMY JANE

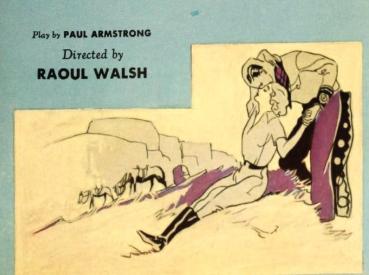
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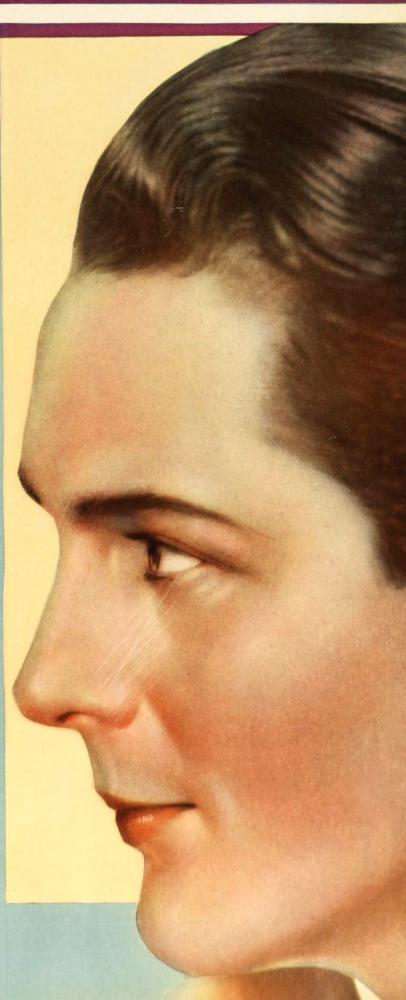
Romance revealed as only these perfect screen lovers can reveal it!

Young blood calls to young heart...a thrill to the magic of the great outdoors.

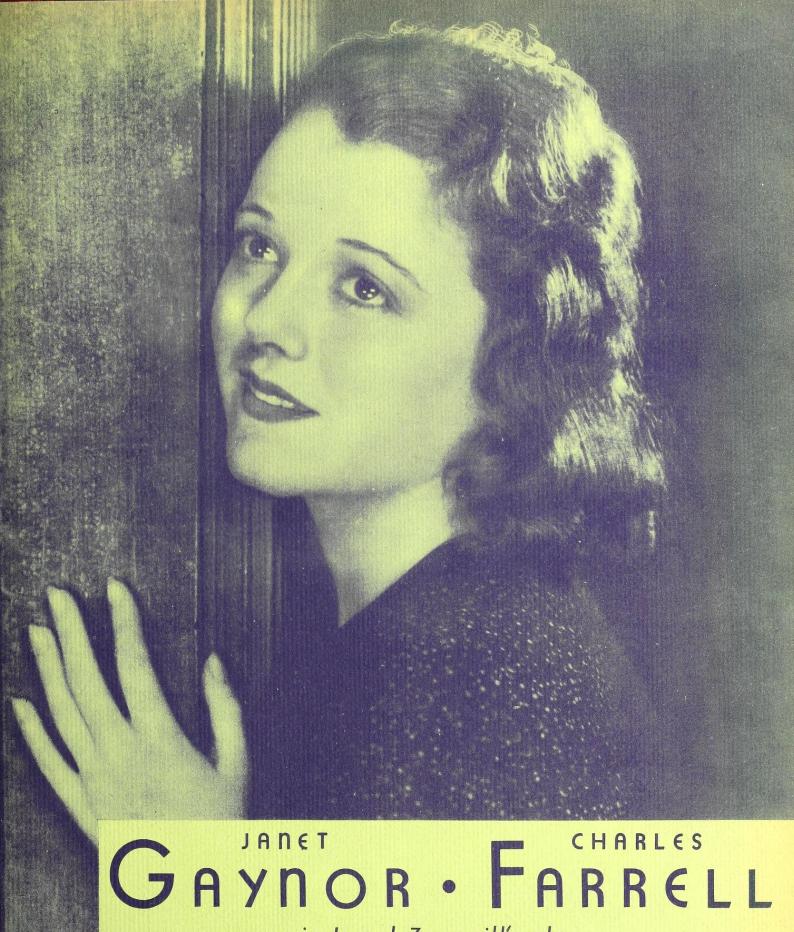
Vivid gamut of feeling runs from eye beam and heart throb to kiss, cling and clutch.

"Salomy Jane" and "Merely Mary Ann" join the glory of "7th Heaven"... "Sunny Side Up"... "The Man Who Came Back."









in Israel Zangwill's play

Merely Mary Ann

BERYL MERCER • J. M. KERRIGAN

Directed by HENRY KING







... and your box office knows it!

Janet
GAYNOR

Charles

FARRELL

in

Delicious

FOX PICTURE



6 Song Hits by GEORGE GERSHWIN

EL BRENDEL RAUL ROULIEN

Lawrence O'Sullivan · Olive Tel Virginia Cherrill · Manya Robert by GUY BOLTON

by GUY BOLTON
Lyrics by IRA GERSHWIN

Directed by DAVID BUTLER

YOU'VE GOT TO RECKON WITH FOX FOR PROFIT

The Perfect Picture for Christmas Week



...or any week. Two hundred smart showmen have booked it for that very purpose. Clean... Wholesome...Joyous ... Tuneful

GAYNOR

CHARLES FARRELL

DELICIOUS

A FOX PICTURE

Directed by DAVID BUTLER

EL BRENDEL RAUL ROULIEN

with

By Guy Bolton Lyrics by Ira Gershwin

6 Song Hits by GEORGE GERSHWIN

RECKON WITH FOX FOR PROFIT

THEY HAVE NEVER
- and your cus

JANET CONTROL In their DELIC

6 Song Hits by

GEORGE GERSHWIN

Lyrics by IRA GERSHWIN
Story by GUY BOLTON

Directed by DAVID BUTLER

A FOX PICTURE

RECKON WITH

FAILED YOU YET

tomers know it!

CHARLES

new picture

with

EL BRENDEL RAUL ROULIEN

Lawrence O'Sullivan • Olive Tell Virginia Cherrill • Manya Roberti

FOX FOR PROFIT

THAT'S WHAT SHOWMEN THINK OF THIS PICTURE

209
day&date bookings starting
XMAS DAY

day&date bookings starting
NEW YEARS



JANET GAYNOR CHARLES FARRELLL

in their finest picture

Delicious

with EL BRENDEL · RAUL ROULIEN

Music by GEORGE GERSHWIN

Story: Guy Bolton. Lyrics: Ira Gershwin

Directed by DAVID BUTLER



EXTRATICKETS on a picture that CAN'T miss...

Use this 24-sheet on regular stands or cut out for your marquee*



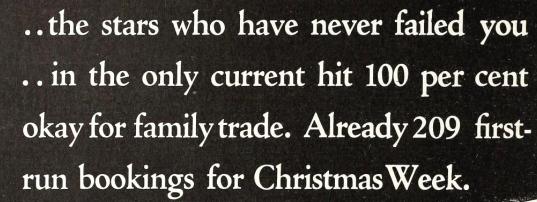
NET GAYNOR * CHARLES FARRELL

*You know the *real* dough comes from *extra* pushing on a natural.

See the Fox Press sheet for practical selling suggestions.

YOU'VE GOT TO RECKON WITH FOX FOR PROFIT

120,000,000 FANS ARE



GATHORAMET
CHARLES
FARRES

with

El Brendel · Raul Roulien

Story by Guy Bolton, Lyrics by Ira Gershwin

Plus six song hits they'll be humming soon by

GEORGE GERSHWIN

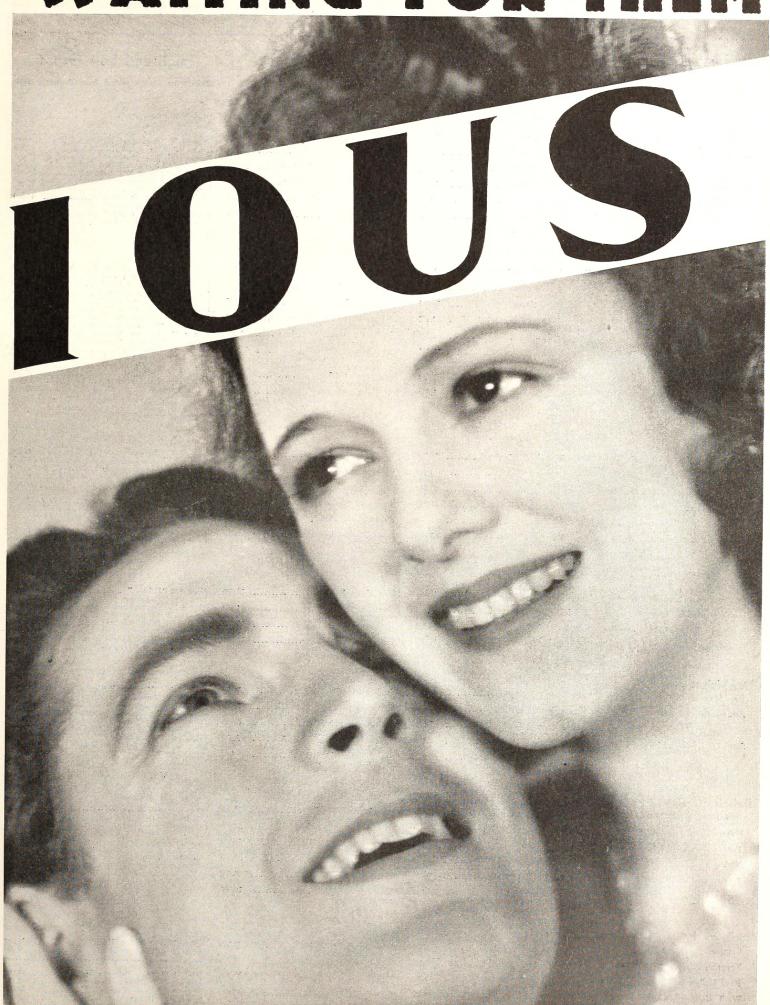
Directed by DAVID BUTLER





A FOX
PICTURE

WAITING FOR THEM



admissions first seven days at the Roxy,
N.Y. Second only to "Cock Eyed World's"
world record

HOLDOVERS

at the Roxy and all over the U.S. as box office lines lengthen

JUST LIKE THE GOOD OLD DAY

They're calling out the reserves to handle the fans who demand to see

DELLCOUS

The biggest box office picture GAYNOR & FARRELL have ever made!





From FRANK CRAVEN'S famous stage success

produced by

JOHN GOLDEN

Directed by WILLIAM K. HOWARD

FOX PICTURE

Don't Write!
Don't Wire!

YOUR FOX EXCHANGE



YOU can't afford to waste a minute if you want this for your house (and who doesn't?). Requests have been flooding the home office for weeks. Take a tip...grab your phone... demand a date...immediately!

CHARLES FARRELL

as a newly-married couple in

THE FIRST YEAR

From FRANK CRAVEN'S stage sensation produced by

JOHN GOLDEN

Directed by WILLIAM K. HOWARD

Released July 31st

One of the Six FOX Summer Life Savers!

More locable than ever in Their Greatest Story

If Janet Gaynor and Charles Farrell were unknown players, this picture would make them famous. Never have they been more appealing than in this sublime tribute to enduring love . . . the perfect story for America's leading star team.

You can date it in NOW!

Janet

GAYNOR

Charles

FARRELL

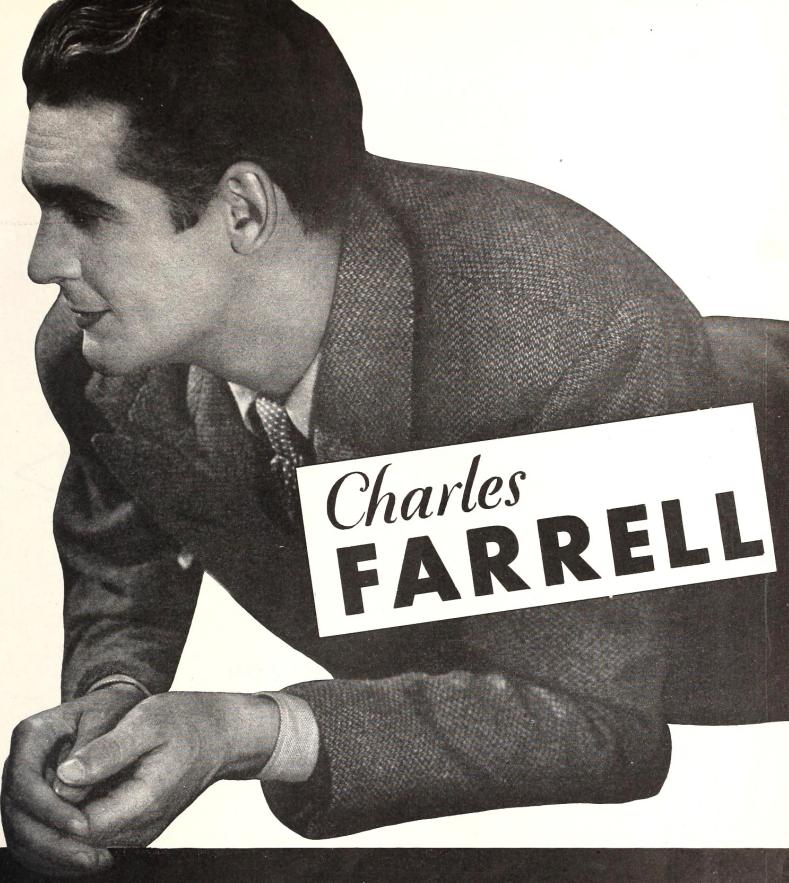
TESS of the STORM COUNTRY

Directed by ALFRED SANTELL



-and here they are: Janet GAYNOR

IN TESS



of the STORM COUNTRY





that tell
more than
a book full
of type



The greatest box-office star

team in this industry today gives you an-

other chance to pack crowds in-

never failed you



JANET GAYNOR

TESS

of the Storm Country
Directed by Alfred Santell

Watch FOX This Year

CHARLES FARRELL

that has—



- 115,822 admissions in first five days at Radio City Music Hall. 5,000 more people than "Cock Eyed World"drew in the same period of its world-record run at the Roxy. And they call this a depression!
- All eyes turn to FOX the miracle worker...as the FOX Cavalcade of Hits makes the picture habit popular with millions.

STATE FAIR

Greatest cast of any picture from any producer this season

JANET

GAYNOR

LEW

AYRES

NORMAN

FOSTER

FRANK

CRAVEN

WILL

ROGERS

SALLY

EILERS

LOUISE

DRESSER

VICTOR

JORY

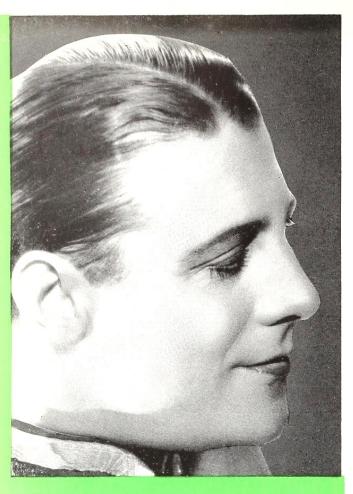
Story by PHIL STONG

Screen play by Sonya Levien and Paul Green

HENRY KING Production

A Broadway booking record: Started in RADIO CITY MUSIC HALL January 26th... Starts in RKO ROXY February 3rd... Starts in MAYFAIR February 17th

One of the FOX CAVALCADE of HITS





Three adorable song hits the country will soon be humming:

"ADORABLE" "MY FIRST LOVE TO LAST" "MY HEART'S DESIRE"

by Richard A. Whiting who wrote the score for "Take A Chance," Broadway's current musical smash.



Adorable

For the millions who love a clean wholesome picture with a kick ● For those who appreciate a great love story with great music.
For those to whom Janet Gaynor is the sweetheart of the screen ● For the millions who will take Garat into their hearts as America's greatest new leading man ● We say — "Book 'Adorable'."



JANET GAYNOR

HENRY
GARAT

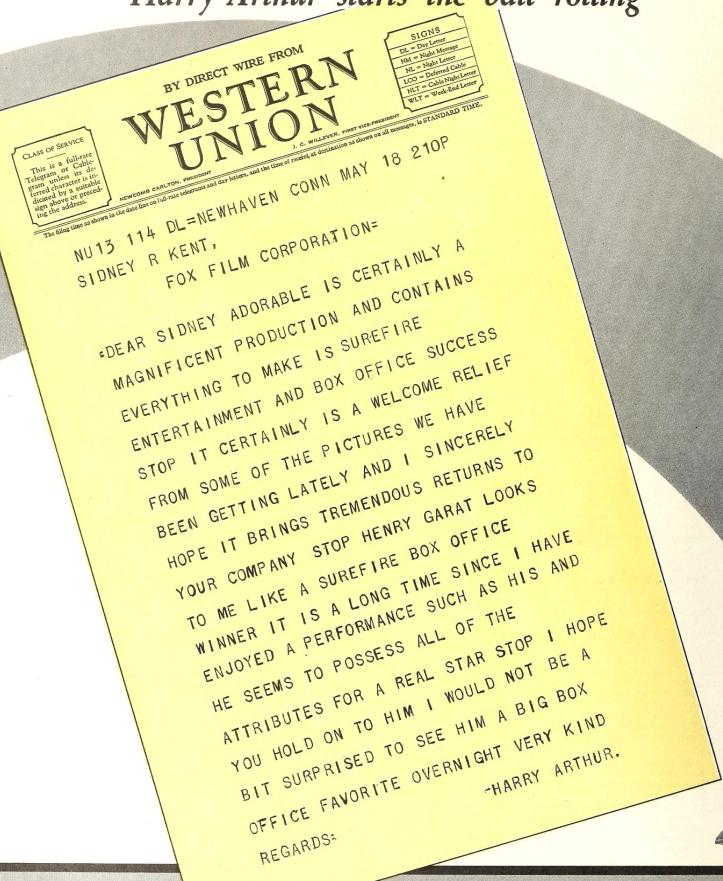
Adorable

Story by Paul Frank and Billie Wilder
Music by Werner Richard Heymann
Directed by WILHELM DIETERLE

FOX May FESTIVAL

AN Adorable WIRE FROM

Harry Arthur starts the ball rolling



Merrily

the FOX May FESTIVAL

A SUCCESSFUL SHOWMAN



GAYNOR HENRY GARAT

Adorable

Story by Paul Frank and Billie Wilder. Music by Werner Richard Heymann. Directed by WILHELM DIETERLE.

Adorable notices

One of the best of the Janet Gaynor vehicles. Full of life . . . deserves the success it will achieve.

-Baltimore Post

Adding a little daring and replacing the old wistfulness with a lot of spice . . . Janet Gaynor is prettier and peppier than ever.

—N. Y. Daily News

You will be delighted with the young officer—portrayed by Henry Garat. —N. Y. Eve. Telegram

One of the finest pictures in which Janet Gaynor has appeared. You will thoroughly enjoy it.

-Philadelphia News

Janet Gaynor has never seemed so full of life. She is thoroughly vivacious.

—Baltimore News

Henry Garat is a newcomer who should attain great popularity.

—Syracuse Post-Standard

rolls along—hit after hit week after week

- Adorable STARS

A new Janet Gaynor in breath-taking gowns... Henry Garat destined to win America's heart.

Adorable ROMANCE

A pert and saucy miss who completely conquers a boudoir veteran.

Adorable MUSIC

Catchy song hits they're already humming ...joyous with the spirit of spring.



GAYNOR
HENRY
GARAT

HIT NO.

FOX May FESTIVAL

Story by Paul Frank and Billie Wilder. Music by Werner Richard Heymann.

Directed by WILHELM DIETERLE.

"PADDY will rank with STATE AIR as a money-maker for FOX,"

VARIETY (Hollywood Edition)



POIN THE UPSWING WITH

Directed by Harry Lachman. From Gertrude Page's novel.



Were you one of the exhibitors who asked for another "Daddy Long Legs"? Hundreds did. Naturally. But FOX waited for the perfect Gaynor-Baxter story. AND HERE IT IS! Janet Gaynor as a romping, untamed hoyden . . . Warner Baxter as Gaynor as a romping, untamed hoyden . . . Thrown together a man of wealth captivated by her carefree spirit.

GAYNOR

WARNER BAXTER

in

PADDY THE NEXT BEST THING

From the novel by Gertrude Page. Directed by Harry Lachman. Dialogue direction by Edwin Burke. Screen play by Edwin Burke.

by near tragedy . . . forced apart by misunderstanding . . . but not for long. Romance high-spotted with tuneful melodies. Can't you see crowds streaming to your theatre . . . and coming out with beaming faces! What! More? . . .



GAYNOR WARNER BAXTER in

MORE GOOD NEWS!

GRIMAGE

proves popular-price smash at Radio City Music Hall following its dazzling \$2 run at the Gaiety, New York.

the immortal star team of "Daddy Long Legs" in another FOX sensation

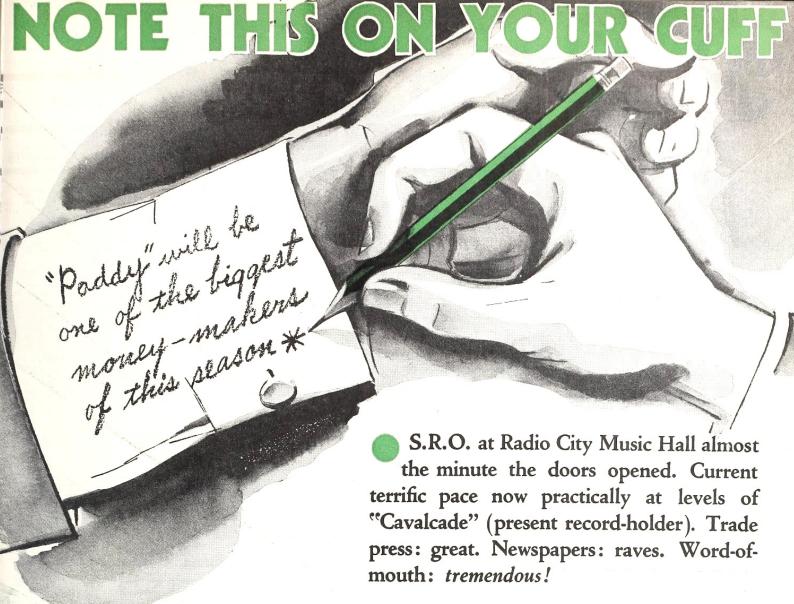
Says VARIETY (Hollywood edition) "Paddy' will rank with 'State Fair' as a money-maker!" That's the golder tip-off on this tip-top hit. With Janet Gaynor full of pep and sparkle ...Warner Baxter more appealingly virile than ever. Another completes 1933-34 crowd-getter from FOX manpower.

the Next Best Thi

Walter Connolly Harvey Stephen Margaret Lindsay Mary McCorm

Screen Play and dialogue direction by Edwin Burke. Directed by Harry Lachman From Gertrude Page's novel





JANET GAYNOR

WARNER
BAXTER

in

PADDY

the Next Best Thing

With Walter Connolly, Harvey Stephens, Margaret Lindsay, Mary McCormic. Screen play by Edwin Burke. From Gertrude Page's novel. Directed by Harry Lachman. * M. P. Daily: This looks like one of the big box office pictures of the year. The word-of-mouth advertising will stand them up.

* N.Y. Daily Mirror. It's better than "Daddy Long Legs". All the elements of movie entertainment are present. Paddy is Janet's best role in ages.

** N.Y. Times: One of the best roles Janet Gaynor has had during her motion picture career.

* N.Y. American: Grand fun entirely. Makes the world ready to laugh or cry when they do. Any audience will meet it more than half way.

** N.Y. World-Telegram: Sure-fire entertainment. A delightful piece of romantic fluff that will repay you for going to see it.

** N.Y. Daily News: Will appeal to the little star's admirers wherever it is shown. . imbued with charm.

* N.Y. Eve. Post: Extremely well done. The town's fans can take a run up to Radio City Music Hall without fear of disappointment.

* N.Y. Eve. Journal: An entertaining piece charming its audiences with gay romance.

* Film Daily: The swellest kind of entertainment for the young and old of every class.

* Variety (Hollywood Bulletin): "Paddy" will rank with "State Fair" as a moneymaker. An audience picture from start to finish.

JOIN THE UPSWING WITH

"PADDY will rank with maker for FOX." VARIETY (Hollywood Edition).



STATE FAIR as a money-

Just as you guessed...the immortal star team of "Daddy Long Legs" has done it again...and FOX manpower has turned in another resounding hit. FOX is writing its own National Recovery Act with outstanding pictures like PILGRIMAGE, DOCTOR BULL, MY WEAKNESS, THE POWER AND THE GLORY, BERKELEY SQUARE. What a treat is in store for you when you see them ... soon!



JANET WARNER GAYNOR BAXTER

PADDY

the Next Best Thing

With Walter Connolly, Harvey Stephens, Margaret Lindsay, Mary McCormic. Screen play by Edwin Burke.

Directed by Harry Lachman.

From Gertrude Page's novel.



HERE'S HOW THE CROWDS LOOKED

at 1 P. M. of the LAST DAY*
at Radio City Music Hall



*Biggest day of its run

JANET GAYNOR

They had to stop selling tickets!

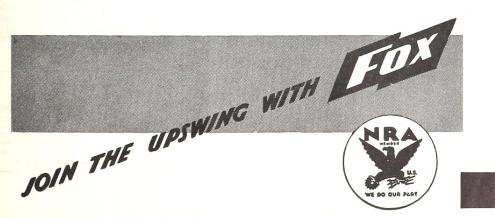
WARNER BAXTER

in

PADDY

the Next Best Thing

With Walter Connolly, Harvey Stephens, Margaret Lindsay, Mary McCormic. Screen play by Edwin Burke. From Gertrude Page's novel. Directed by Harry Lachman.



JANET GAYNOR

WARNER BAXTER

"Daddy Long Legs" stars in

PADDY

the Next Best Thing

with Walter Connolly, Harvey Stephens, Margaret Lindsay, Mary McCormic Screen play by Edwin Burke, Directed by Harry Lachman, From Gertrude Page's novel,

Look what they're doing:

The POWER and the GLORY

Four-star, \$2 hit at the Gaiety, New York. Now in its *third* tremendous week.

PADDY-The Next Best Thing

S. R. O. from the opening show at the mammoth Radio City Music Hall. Hitting a terrific record-breaking pace.

WATCH for these:

WILL ROGERS in DOCTOR BULL. His best by a mile.

LILIAN HARVEY & LEW AYRES in MY WEAKNESS. The money musical of 1933.

LESLIE HOWARD & HEATHER ANGEL in BERKELEY SQUARE. Best woman's picture in years.



So rich in every human emotion that -

TWO OF THE SCREEN'S

MOST POPULAR STARS

GIVE Jully OF THEIR

BOUNDLESS

GENIUS



• Drama...romance...humanness...humor...abound in this completely appealing picture. A wisp of a girl bursts like a ray of sunshine into a sleepy Carolina plantation...tumbles cobwebby tradition...awakens a new joyous spirit...stirs up excitement. Into-the-heart entertainment...bigger than "State Fair"!

JANET GAYNORE LIONEL BARRYMORE

in

"CAROLINA"

ROBERT YOUNG • HENRIETTA CROSMAN RICHARD CROMWELL • MONA BARRIE STEPIN FETCHIT

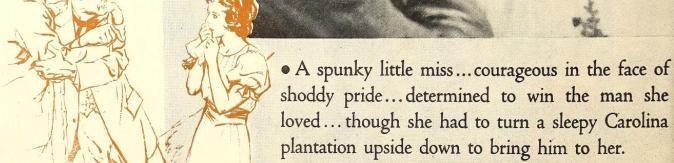
production

Your patrons
always like
FOX
MOVIETONE
NEWS

Directed by HENRY KING. From "The House of Connelly" by Paul Green

LOOK FOR "STATE FAIR"





GROSSES... Or better

• An appeal as wide as the range of human emotions...as deep as the human heart. Laughter and tears...romance, music and hard-hitting drama. With Janet Gaynor and Lionel Barrymore giving unsparingly of their brilliant talents.

JANET GAYNOR LIONEL BARRYMORE in "CAROLINA"

ROBERT YOUNG • HENRIETTA CROSMAN RICHARD CROMWELL • MONA BARRIE STEPIN FETCHIT

Directed by HENRY KING. From "The House of Connelly"
by Paul Green





JANET GAYNOR LIONEL BARRYMORE

"CAROLINA"

ROBERT YOUNG • HENRIETTA CROSMAN RICHARD CROMWELL • MONA BARRIE STEPIN FETCHIT

Directed by HENRY KING. From "The House of Connelly" by Paul Green



has the whole trade talking! 'Carolina' crashes into top-money brackets

New star combination proves spectacular success as pre-release engagements play to S. R. O. business. Thundering applause greets greatest performances of two great stars. The word is out: FOX has made another "State Fair."

Tust Look!

PHILADELPHIA FOX Theatre

"Opened to biggest business since 'Paddy'. Audience reaction very good. All critics unanimous in praise." AL BOYD

RICHMOND STATE & CAPITOL

Theatres (day&date) "Opened to big business at both Capitol and State. Believe it to be best of Gaynor's pictures. Audience reaction great." SAM BENDHEIM, Jr.

BALTIMORE **NEW Theatre**

"More pictures like 'Carolina' and we could pay off the national debt. Greater than 'Paddy' and 'State Fair'. Expect phe-

M. A. MECHANIC

nomenal 3 week run."

DETROIT

FOX Theatre

"What a picture and how the audience eats it up. Biggest business in many, many months. Standees in house and lobby."

D. M. IDZAL

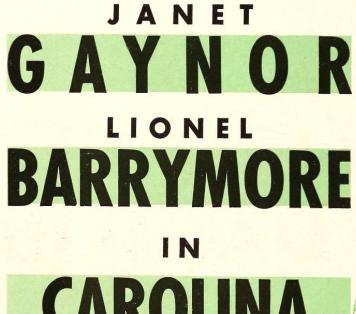
CHARLOTTE **CAROLINA Theatre**

"Widely enthusiastic audience packed theatre for opening. Throngs crowded street unable to get tickets. Laughter and applause throughout."

CLEVELAND HIPPODROME Theatre

"Best opening day's receipts in history of theatre. Doubled regular Saturday receipts, playing capacity all day. Marvelous public and press comment.





CAROLINA

Robert Young • Richard Cromwell Henrietta Crosman • Mona Barrie Stepin Fetchit

From Paul Green's "The House of Connelly"

Directed by Henry King

Produced by

WINFIELD CHEELIAN

So rich in every human emotion that —

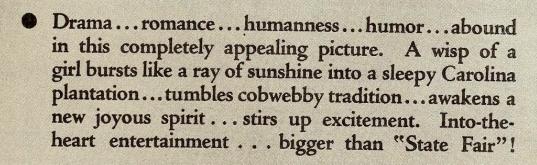
TWO OF THE SCREEN'S

MOST POPULAR STARS

GIVE Fully OF THEIR

BOUNDLESS

GENIUS



JANET GAYNORE LIONEL BARRYMORE

in

"CAROLINA"

ROBERT YOUNG • HENRIETTA CROSMAN RICHARD CROMWELL • MONA BARRIE STEPIN FETCHIT

production

FOX OVIETONE

ur patrons

Directed by HENRY KING. From "The House of Connelly" by Paul Green

For the first time in 2 years YOU CAN DATE THEM UP!



Just like seeing good friends after a long absence... your audiences will welcome the return of these ever-popular sweethearts! *

*And in a picture that S. R. Kent calls: "The biggest money picture with this team we've had in the last three years." And Variety Daily hails: "A boxoffice bet from every angle!"



CHARLES FARRELL

in

CHANGE OF HEART

with

JAMES DUNN GINGER ROGERS

Produced by Winfield Sheehan

Directed by John G. Blystone • Screen play: Sonya Levien and James Gleason • From the novel "Manhattan Love Song" by Kathleen Norris.











Read on: "Janet Gaynor and Charles Farrell reunite for the benefit of youth and romance. Always rated as one of the biggest box office combinations, their latest opus should draw mobs for real money!"

JANET
GAYNOR
CHARLES
FARRELL
CHANGE OF
HEART

with

JAMES DUNN GINGER ROGERS

Produced by Winfield Sheehan

Directed by John G. Blystone • Screen play:
Sonya Levien and James Gleason • From the novel "Manhattan Love Song" by Kathleen Norris

Springtime
Fancies of a
Footloose
Bachelor

Merry with the madness of springtime romance! A gay bachelor who has dodged the altar for years finds the halter near his neck as two beauties try to harness him for life.





JANET GAYNOR CHARLES FARRELL

in

"CHANGE OF HEART"

with

JAMES DUNN GINGER ROGERS

Produced by Winfield Sheehan

Directed by John G. Blystone

Screen play: Sonya Levien and James Gleason · From the novel "Manhattan Love Song" by Kathleen Norris



For the first time in 2) years CAN UPI



to welcome them back

The good news of the Gaynor-Farrell reunion means great business everywhere:

- Whopping hold-over weeks for the Uptown, Kansas City... the Apollo, Indianapolis...the New, Baltimore...and an extended run for the Fox, St. Louis.
- Second week assured by first-week's hot pace at the Fox, Philadelphia.
- Switched from Palace to Capitol for continued first-run at Cincinnati.
- Town-topping takes at Proctor's Newark . . . Metropolitan, Boston . . . Saenger, New Orleans.

FOX is getting prouder by the minute of the team that never failed you!

JANET GAYNOR CHARLES FARRELL

CHANGE OF HEART

with

JAMES DUNN GINGER ROGERS

Produced by Winfield Sheehan

Directed by John G. Blystone • Screen play: Sonya Levien and James Gleason • From the novel "Manhattan Love Song" by Kathleen Norris.







AS YOU THRILL TO THEIR ROMANCE!

Janet Gaynor proves a genius at light comedy...Lew Ayres brings you a contagious youthful vitality. Together they give the happiest performances of their lives...in this gay, exciting escapade of a millionairess... masquerading as a maid servant... who goes through hot and cold water for the man she loves.

GAYNOR AYRES Servants' Entrance

NED SPARKS
LOUISE DRESSER
ASTRID ALWYN
Produced by Winfield Sheehan

WALTER CONNOLLY
G. P. HUNTLEY, JR.
SIEGFRIED RUMANN

Directed by Frank LloydFrom the novel by Sigrid Boo
Adaptation: Samson Raphaelson





are sweet on

Janet Gaynor as a merry modern million-heiress masquerading as a maid servant. Lew Ayres as a chauffeur with an inventive turn

Janet GAYNOR Servants'

NED SPARKS LOUISE DRESSER ASTRID ALLWYN

Produced by Winfield Sheehan





each other again!

of mind and a leaning toward romance. Gay entertainment with these two star favorites shining their box office brightest.

Lew AYRES Entrance

WALTER CONNOLLY

G. P. HUNTLEY, JR.

SIEGFRIED RUMANN

Directed by Frank LloydFrom the novel by Sigrid Boo
Adaptation: Samson Raphaelson



When these Lovers Quarrel..

they awaken the romance in every heart!

GAYNOR

Lew

AYRES

in

Servants'

Entrance

NED SPARKS
WALTER CONNOLLY
LOUISE DRESSER
G. P. HUNTLEY, JR.
ASTRID ALLWYN
SIEGFRIED RUMANN
Produced by Winfield Sheehan
Directed by Frank Lloyd
From the novel by Sigrid Boo
Adaptation: Samson Raphaelson



Audiences will chortle merrily when this masquerading millionairess wrestles with pots and pans...They'll sigh contentedly when she nestles in the arms of her inventive chauffeur sweetheart. And applaud delightedly at the reunion of these two... together for the first time since "State Fair."









AS YOU THRILL TO THEIR ROMANCE!

Janet Gaynor proves a genius at light comedy...Lew Ayres brings you a contagious youthful vitality. Together they give the happiest performances of their lives...in this gay, exciting escapade of a millionairess... masquerading as a maid servant... who goes through hot and cold water for the man she loves.

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GAYNOR

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AYRES

in

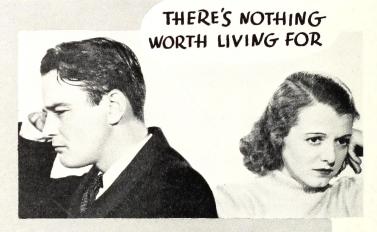
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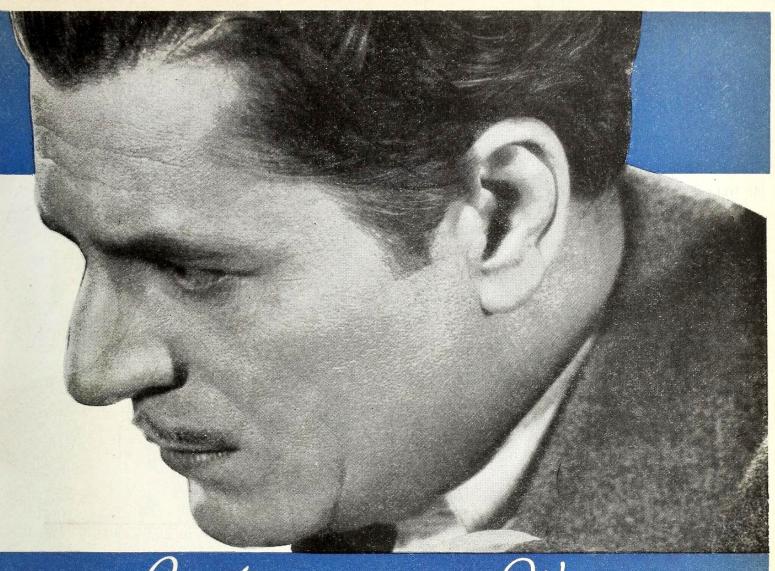


AFTER ALL!



THE STARS THAT BELONG Together. ... and your box office knows it!

One more triumph for the beloved co-stars of "Daddy Long Legs" and "Paddy." From the pages of Robert Nathan's stirring best-seller comes this drama of today ... down-to-earth in its moving sincerity...up-inthe-clouds with its limitless joy of living . . . to win new plaudits for its stars . . . new profits for you!



GAYNOR BAXTER

in

ONE MORE SPRING

From the novel by Robert Nathan

WALTER KING . JANE DARWELL . ROGER IMHOF

GRANT MITCHELL · ROSEMARY AMES

JOHN QUALEN · NICK FORAN

and STEPIN FETCHIT

Produced by Winfield Sheehan Directed by Henry King

Screen play and dialogue by Edwin Burke



ONE MORE TRIUMPH - and their greatest

FOR THE STARS WHO GAVE YOU "DADDY LONG LEGS" AND "PADDY"!

Emerging gloriously from the vital smash-seller of today by Robert Nathan come the adventures of two who suffered, strove and triumphed guided by a pure, unselfish love that no man or circumstance could crush. Life and laughter depth and drama played with inspired fervor by your favorite star team!

GAYNOR Warner

BAXTER

ın

ONE MORE SPRING

Walter King
Jane Darwell
Roger Imhof
Grant Mitchell
Rosemary Ames
John Qualen
Nick Foran
and
Stepin Fetchit
Produced by Winfield Sheehan

Produced by Wintield Sheehan
Directed by Henry King
From the novel by Robert Nathan
Screen play and dialogue by Edwin Burke

ONE MORE TRIUMPH and their greatest

Emerging gloriously from the vital smash-seller of today by Robert Nathan come the adventures of two who suffered, strove and triumphed guided by a pure, unselfish love that no man or circumstance could crush. Life and laughter depth and drama played with inspired fervor by your favorite star team!



Janet GAYNOR Warner BAXTER ONEMORE SPRING

Walter King Jane Darwell Roger Imhof
Grant Mitchell Rosemary Ames John Qualen
Nick Foran and Stepin Fetchit

Produced by Winfield Sheehan
Directed by Henry King
From the novel by Robert Nathan
Screen play and dialogue by Edwin Burke





for you gaz

Variety Daily: "Refreshing box office fare for flourishing business. It packs that surplus of optimism and inspiration beyond mere surface entertainment."

Motion Picture Daily: "Keynoted by optimism and human appeal and played by box office personalities, this should line and pack ticket windows. Music to showmen's ears, paralleling 'Daddy Long Legs'."

GAYNOR CAYNOR Charner BAXTER in

ONE MORE SPRING

From the novel by Robert Nathan

WALTER KING · JANE DARWELL · ROGER IMHOF

GRANT MITCHELL · ROSEMARY AMES

JOHN QUALEN . NICK FORAN

and STEPIN FETCHIT

Produced by Winfield Sheehan · Directed by Henry King
Screen play and dialogue by Edwin Burke



When these two get together

THEY ALWAYS DRAW A CROWD!



GAYNOR BAXTER ONE MORE SPRING

From the novel by Robert Nathan

WALTER KING · JANE DARWELL · ROGER IMHOF
GRANT MITCHELL · ROSEMARY AMES

JOHN QUALEN · NICK FORAN

and STEPIN FETCHIT

Produced by Winfield Sheehan · Directed by Henry King
Screen play and dialogue by Edwin Burke



THE HOT SPELL COLD!



Pre-release run in Philadelphia more than justified critic's ecstatic raves.

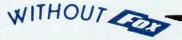
Despite an almost incessant rain and Turkish-bath temperature which played havoc with all other grosses, "Farmer Takes a Wife" smashed through to a tremendous gross necessitating an extended run... Just the beginning of a parade of highs that will stretch from coast to coast!

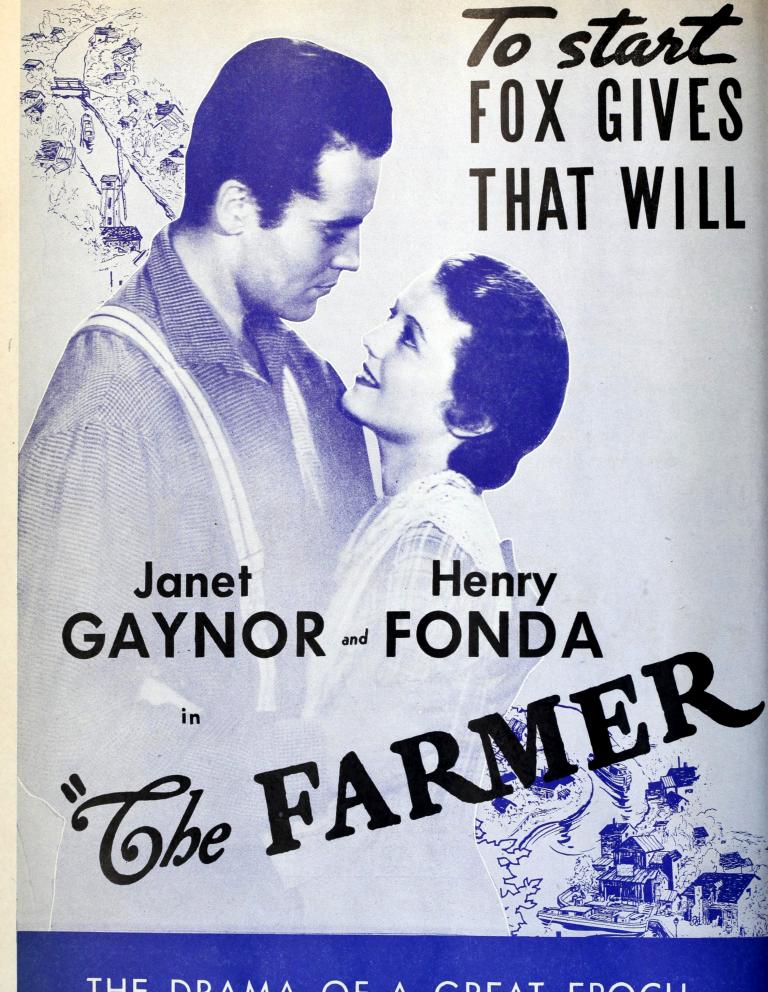
GAYNOR and FONDA GAYNOR AND FONDA TAKES AWIFE

Charles Bickford • Jane Withers Slim Summerville • Andy Devine Roger Imhof • Margaret Hamilton Produced by Winfield Sheehan. Directed by Victor Fleming. Screen Play by Edwin Burke From Max Gordon's Stage Play. Authors,

From Max Gordon's Stage Play. Authors, Frank B. Elser and Marc Connelly. Based on the novel "Rome Haul" by Walter D. Edmonds

YOU HAVEN'T A SHOW





THE DRAMA OF A GREAT EPOCH . . . and the Great American Love Story

the new season. YOU THE PICTURE GIVE YOU NEW HIGHS!

"One of the finest productions FOX has ever offered for release. A certain box office bet." -Hollywood Reporter

"This picture is box office. Gripping, well-acted, it has heart, names, laughs, thrills and sobs." -Showmen's Trade Review

"An important, big money picture. FOX has transmuted dramatic metals into finely-rolled gold cashable at any box office."

-Motion Picture Daily

"In the bag! Looks like dough for the boys that check up the tills every night in the theatres." -Variety Daily

TAKES a WIFE

CHARLES BICKFORD • JANE WITHERS SLIM SUMMERVILLE . ANDY DEVINE MARGARET HAMILTON . ROGER IMHOF

> Produced by Winfield Sheehan. Directed by Victor Fleming. Screen play by Edwin Burke

From Max Gordon's stage play. Authors: Frank B. Elser and Marc Connelly. Based on the novel "Rome Haul" by Walter D. Edmonds.

YOU HAVEN'T A SHOW WITHOUT



A heart-warming tale of simple folk, set in a dramatic, colorful era of American life and showing the tidal wave of humanity and progress through the young nation's great waterway to the West.



THE MILLIONS WHO LOVED "STATE FAIR" HAVE A GREATER TREAT COMING!

A new, stirring tale of simple folk... of epochal sweep ...deeply moving romance ... and far more! The old Erie Canal, a world's wonder . . . brawling, boasting boatmen . . . love-making and rivalry . . . throbbing to the pulse beat of the nation's strong young heart.

The word is out ... "TREMENDOUS!"

JANET GAYNOR and HENRY FONDA

The FARMER TAKESaWIFE

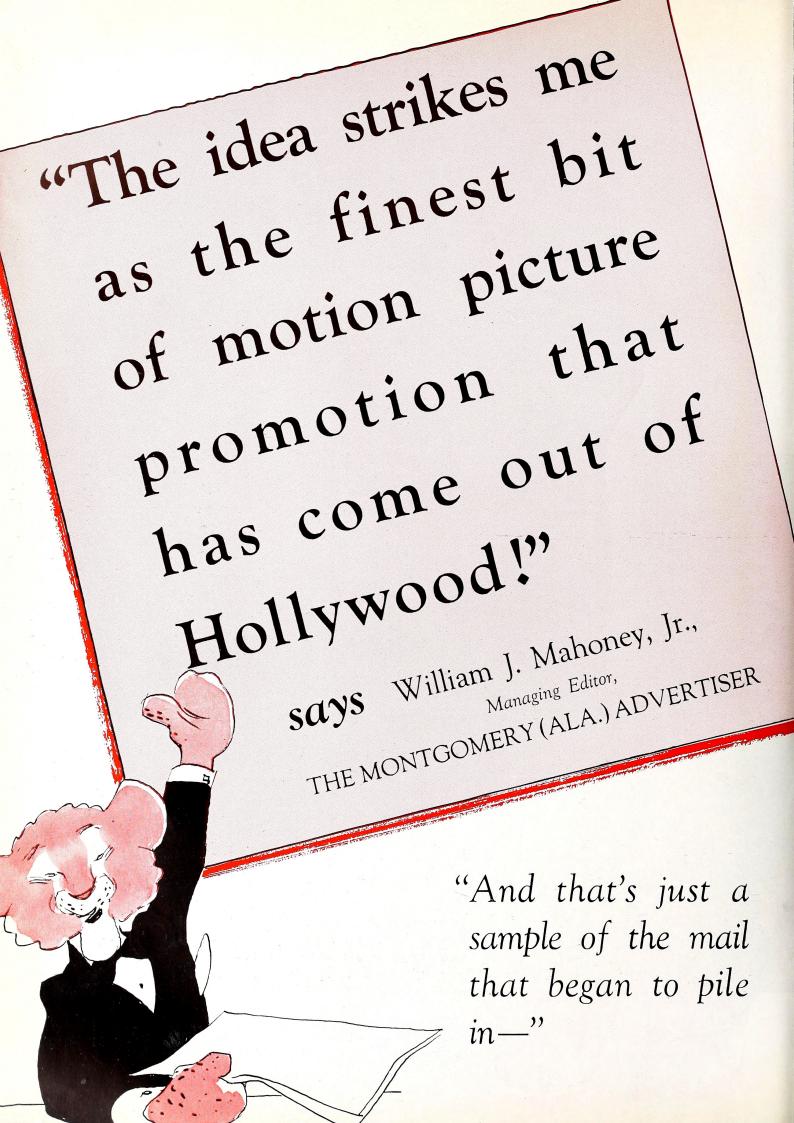
CHARLES BICKFORD . JANE WITHERS SLIM SUMMERVILLE . ANDY DEVINE MARGARET HAMILTON · ROGER IMHOF

Produced by Winfield Sheehan Directed by Victor Fleming

Screen play by Edwin Burke. From Max Gordon's stage play. Authors: Frank B. Elser and Marc Connelly. Based on the novel "Rome Haul" by Walter D. Edmonds.

SHOW WITHOUT FOX





Like the line at your box-office when you play an M-G-M picture, the idea grew bigger and bigger until today it represents

\$750,000
WORTH OF NEWSPAPER
PROMOTION IN BACK
OF ONE PICTURE!

It's even more interesting as you go along—



"SHE'S GOT \$750,000.

AND IT'S ALL FOR YOU!"

SMALL TOWN

GIRL

is the first of my "CAMPAIGN SERIES" pic-tures for 1935-36!"

143 GREAT PAPERS AND PROMOTED IT to 28,970,000 readers!



ADVERTISED



24 SHEET SMASH—for a newspaper serial story. No wonder the story went over in sensational fashion! The Dallas News used 27 stands; 25 for The Fort Smith Record; 11 for the Denver Rocky Mountain News; 11 -Evansville Press; 10 - Indianapolis News; 36 - Baltimore Sun; 15—Syracuse Post Standard; 50—Cincinnati Post; 24—Portland Oregonian; and hundreds more!

ST. LOUIS POST-BEN AMES WILLIAMS STARTS MONDAY, DECEMBER 9

Romantic

New Serial

DISPATCH shoots the works! At left sample of window, news-stand and tack card!



and Dallas News.

Newspapers of the nation set a blistering pace for showmen to follow! These lads in the newspaper business are master-showmen as evidenced by the smash campaigns they put in back of the SMALL TOWN GIRL serial story. The examples illustrated here were reproduced in practically every city. Nothing left undone to make the nation read this story! AND THIS PROMOTION REP-**RESENTS \$750,000 OF** NEWSPAPER SPACE AND OTHER FORMS OF ADVERTISING!



-Boston (Mass.) Traveler

"The publicity material already received is the best, I believe, that I have ever seen sent out for a serial. We expect to use a good deal of it.' -The Lexington (Ky.) Herald

the story goes on the screen.

"I think your company is to be congratulated on the extremely effective methods you are employing to promote your pictures and I think I can add it is doing a much finer job along these lines than any company in the business."-S. H. Fabian, Fabian Theatres

"I am more than willing to fall in step with the idea as I feel the way you have set it up, it has real value beyond that usually obtained from ordinary movie serializations."

— Mort Blumenstock, Warner Bros. Circuit

"I should like to tell you that I think this plan of yours of tying up with leading newspapers for the presentation of quality story material that is to be made into motion pictures is one of the finest publicity thoughts I have ever had passed on to me to aid in selling pictures."

-J. J. Parker, Broadway Theatre, Portland, Ore.

"I take this opportunity of advising you that this story created no end of interest among our readers. Many persons advised us that it was the best story we had published in months." —Winnipeg (Can.) Free Press

"I am planning to spend a considerable amount of money in the promotion of this in billboards, radio, sampling, in addition to getting out about two thousand dodgers about the story which will be distributed throughout the State of -Baltimore (Md.) Sun Maryland."

"Let me take this opportunity to compliment you and M-G-M on the very fine program of promotion arranged for this story.

-Mansfield (Ohio) News-Journal

THE PICTURE IS COMING TO YOU-read on!

PUBLISHED AS A SERIAL STORY

(Complete novel length)

in 143 of the leading big and little city newspapers in the United States and Canada!

IT IS THE GREATEST NEWSPAPER PRO-MOTION TIE-UP (direct to your public) EVER ACCOMPLISHED IN THE HISTORY OF ANY INDUSTRY!

HERE ARE THE PAPERS that will have run the story when you get the picture!



GREATEST OF ALL NEWSPAPER HOOK-UPS!

ALABAMA

Birmingham News Mobile Register Montgomery Morning and Evening Advertiser

ARIZONA

Phoenix Republic

ARKANSAS

Ft. Smith Record Pine Bluff Commercial

CALIFORNIA

Bakersfield Californian
Hollister Free Lance
Los Angeles Times
Monterey Peninsula Herald
Salinas Index-Journal
San Diego Union
San Francisco Chronicle
Santa Cruz Herald
Santa Maria Times
Watsonville Evening
Pajoronian

CANADA

Brandon (Manitoba) Sun Calgary (Alta.) Albertan Charlottetown (P. E. I.) Guardian Chatham (Ont.) News Edmonton (Alberta) Bulletin Fort William (Ont.) Times-Journal Glace Bay (N. S.) Gazette Halifax (N. S.) Herald Hamilton (Ont.) Spectator London (Ont.) Free Press Montreal (Quebec) Weekly Standard Nanaimo (B. C.) Free Press Ottawa (Ont.) Citizen Regina (Sask.) Leader-Post, Ltd.

Sydney (N. S.) Post Record Toronto Evening Telegram Truro (N. S.) News

St. Johns (Newfoundland)

Sherbrooke (Quebec) Daily

Evening Telegram

Vancouver (B. C.) Province Winnipeg (Man.) Free Press Co., Ltd.

COLORADO

Denver Rocky Mountain News

CONNECTICUT

Waterbury Democrat

DISTRICT OF COLUMBIA

Washington Star

FLORIDA

Jacksonville Journal Miami Morning & Evening Herald

GEORGIA

Atlanta Constitution

ILLINOIS

Champaign News-Gazette Chicago Daily Times Peoria Journal Transcript

INDIANA

Evansville Press Indianapolis News Terre Haute Tribune & Star

IOWA

Davenport Daily Times Des Moines Register Tribune

KANSAS

Wichita Eagle

KENTUCKY

Lexington Herald Louisville Herald Post

MARYLAND

Baltimore Sun Cumberland Evening Times

MASSACHUSETTS

Boston Traveler Lawrence Telegram

MICHIGAN

Alpena News
Battle Creek Moon-Journal
Detroit Free Press
Flint Journal
Lansing State Journal
Petoskey Evening News

MINNESOTA

Minneapolis Star Winona Republican-Herald

MISSOURI

Kansas City Star St. Louis Post Dispatch

NEBRASKA

Omaha World Herald

NEVADA

Las Vegas Age Nevada State Journal

NEW YORK

Albany Eve. News Binghamton Sun Buffalo Times N. Y. Daily Mirror Rochester Times Union Syracuse Post Standard

NORTH CAROLINA

Charlotte Observer Durham Morning Herald Rocky Mount Eve. Telegram Wilmington Star-News Winston-Salem Journal

NORTH DAKOTA

Fargo Forum

OHIO

Akron Times Press
Chillicothe News-Advertiser
Cincinnati Post
Cleveland Press
Columbus Citizen
Fremont News
Mansfield News-Journal
Sandusky Star-Journal
Toledo News Bee
Youngstown Telegram

OKLAHOMA

Daily Oklahoman (Okla. City) & Times Tulsa World

OREGON

Portland Oregonian

PENNSYLVANIA

Altoona Tribune
Erie Dispatch Herald
The Telegraph (Harrisburg)
Newspapers
Philadelphia Eve. Public
Ledger
Pittsburgh Press
Scranton Republican
Wilkes Barre Eve. News

SOUTH CAROLINA

Charleston Eve. Post

SOUTH DAKOTA

Aberdeen American

TENNESSEE

Chattanooga News Knoxville News-Sentinel Memphis Commercial Appeal Nashville Tennessean

TEXAS

Amarillo News
Beaumont Enterprise-Journal
Dallas Morning News
El Paso World-News
Houston Post
San Antonio News
Wichita Falls Times Record
News

UTAH

Deseret (Salt Lake City) News

VIRGINIA

Norfolk Ledger Dispatch Richmond Times Dispatch

WASHINGTON

Aberdeen World
Bellingham Herald
Bremerton Daily News
Searchlight
Centralia Daily Chronicle
Everett Daily Herald
Daily (Olympia) Olympian
Seattle Times
Spokane Chronicle
Tacoma Times
Walla Walla Union
Wenatchee Daily World
Yakima Morning Herald

WEST VIRGINIA

Charleston Gazette
Clarksburg Telegram
Fairmont Times
Grafton News
Buckhannon (Grafton)Record
Martinsburg News
Morgantown Eve. Post
Wetzel (New Martinsville)
Republican

WISCONSIN

La Crosse Tribune Wisconsın (Madison) State Journal Milwaukee Journal Racine Journal Times

SMALL TOWN GIRL The first of M.G.M's "CAMPAIGN SERIES"



M-G-M's "Campaign Picture" Idea is registering merrily at box-offices from Coast-to-Coast!



JANET GAYNOR ROBERT TAYLOR SMALL TOWN GIRL"

Serialized and promoted by 143 leading newspapers, it's now reaping the exploitation harvest!

Watch for more M-G-M Campaign Pictures!



LION SHOWMANSHIP

AND NOW IT COMES TO THE SCREEN-

just as 143 newspapers complete their publication and promotion of the story!



"Okayboys! Make your date with the Small Town Girl—the baby with a \$750,000 idea!"



Starring

Janet GAYNOR

Robert TAYLOR

with

BINNIE BARNES • LEWIS STONE
ANDY DEVINE • ELIZABETH PATTERSON
FRANK CRAVEN • JAMES STEWART
FROM THE BOOK BY BEN AMES WILLIAMS • DIRECTED BY WILLIAM A. WELLMAN
PRODUCED BY HUNT STROMBERG • A METRO-GOLDWYN-MAYER PICTURE

WITH THESE STARS....THAT

It's the greatest thing that



TITLE THIS STORY

could happen to a showman!



Darryl F. Zanuck



YOU'LL WISH YOUR THEATRE WERE TWICE AS BIG

when you show



THE KIND OF CAST "20" IS FAMOUS FOR





OF YOUR FUTURE

(not included in Press Book)

Get in touch with police headquarters now to be sure enough officers are assigned to handle the crowds when you play "Ladies in Love."

CHALK UP ANOTHER "FIRST"



FOR 20th CENTURY-FOX!

20th's studio of happy surprises has done itself proud again...with this master-stroke of showmanship...a "must" for every maid and matron...combining the glamorous talents of four great stars at their most romantic...in a story gay with the intrigues of girls on a manhunt... topped with the season's ace box-office title!

Janet Loretta Constance
GAYNOR · YOUNG · BENNETT

Ladies in Love

WITH

SIMONE SIMON DON AMECHE - PAUL LUKAS TYRONE POWER, Jr. - Alan Mowbray

Directed by Edward H. Griffith Associate Producer B. G. DeSylva

Screen play by Melville Baker Based on the play by Ladislaus Bus-Fekete



DARRYL • F ZANUCK in charge of production

Here's to the Ladies!

They're the sensation of the nation! • Held over in both pre-release runs...BALTIMORE and ROCHESTER • SAN FRANCISCO opening tops "Sing, Baby, Sing," "Private Number," "In Old Kentucky." • Leads "Country Doctor" and "Sing, Baby, Sing" in OKLAHOMA CITY! • Smash DENVER business insures hold-over! • PITTS-BURGH opening days beat "Ramona," "Girls' Dormitory," "To Mary—with Love" ● Ahead of "To Mary," "Private Number," "Ramona" in SYRACUSE! • Tops "Ramona", "Sing, Baby," "Girls' Dormitory" in MILWAUKEE! • Out-grossing "To Mary—with Love" and "King of Burlesque" in LOUISVILLE! • 80 per cent bigger than "Sing, Baby" in ATLANTA! • SPRINGFIELD Thursday opening beats "Sing, Baby's" Saturday business! • "Girls' Dormitory" opening eclipsed in ST. LOUIS • First 3 days greater than "Girls' Dormitory," "Road to Glory," "Ramona" in CINCINNATI • Opening days swamp "Country Doctor," "Private Number" in CHICAGO!



GAYNOR · YOUNG · BENNETT



SIMONE SIMON

DON AMECHE • PAUL LUKAS
TYRONE POWER, Jr. • ALAN MOWBRAY

Directed by Edward H. Griffith
Associate Producer B. G. DeSylva
Screen play by Melville Baker

Based on the play by Ladislaus Bus-Fekete

Darryl F. Zanuck in Charge of Production











THE KEYSTONE OF YOUR FUTURE



Baltimore and Rochester pre-release runs prove lure of 20th's smash cast!

20th thrills the trade again with another hold - over knockout! Sell-out gross in Rochester tops "To Mary—with Love" and "Private Number"! Traffic-blocking Baltimore business assures 2nd week! Plan your extended run now ... and oil your ticket - machine for high-speed action.

Janet Loretta Constance

GAYNOR - YOUNG BENNETT

Ladies in Love

SIMONE SIMON

DON AMECHE • PAUL LUKAS
TYRONE POWER, Jr. • ALAN MOWBRAY

Directed by Edward H. Griffith

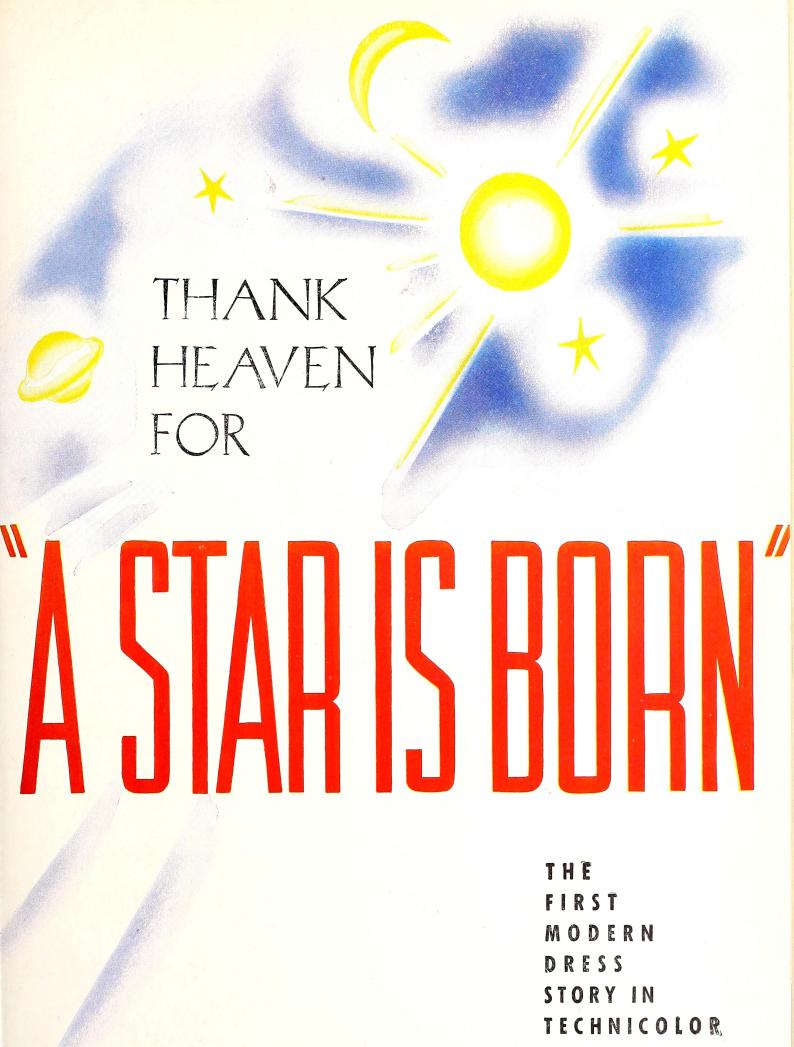
Associate Producer B. G. DeSylva

Screen play by Melville Baker

Based on the play by Ladislaus Bus-Fekete

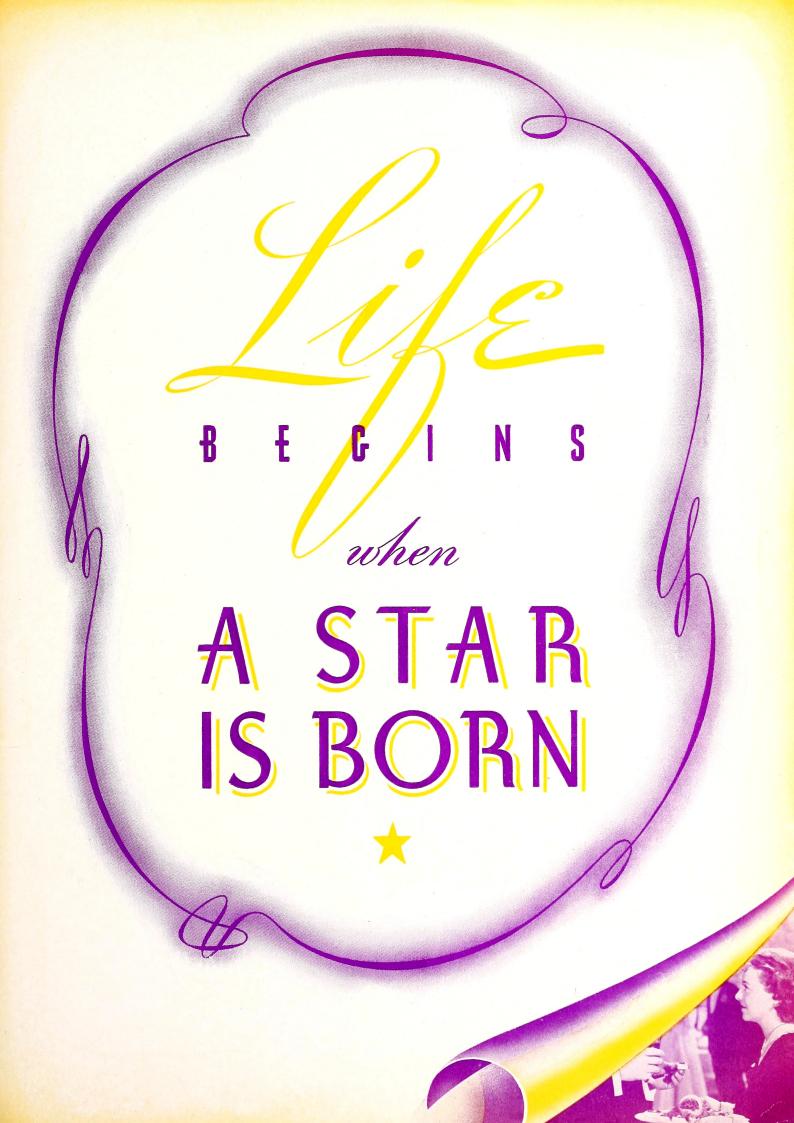
Darryl F. Zanuck in Charge of Production







ASTARIS BORN





A STAR BORN

JANET GAYNOR
FREDRIC MARCH
in
A STAR IS BORN

with

ADOLPHE MENJOU · MAY ROBSON ANDY DEVINE · LIONEL STANDER in TECHNICOLOR

Produced by DAVID O. SELZNICK
Directed by WILLIAM A. WELLMAN
RELEASED THRU UNITED ARTISTS



They've known this great was in work by Selznick, ducer of hits, and Wellman, ector of hits!

PUBLIC ENTHUSIASM BEGINS



 They're dying to watch the famous Hollywood make-up experts create new personalities and set new modes!

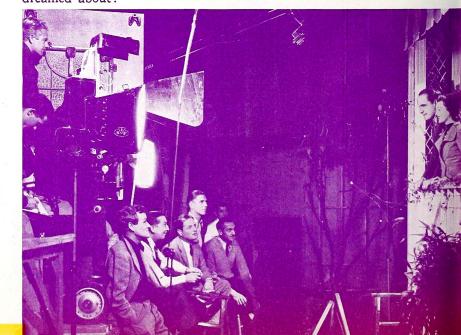


They're hepped to its down-to-earth audience appeal with its story of just an average girl!



They've read about the great comedy work of andy Devine who enacts the funniest role of his areer, that of an assistant director!

 They're eager to see real actors at work on a great sound stage, for it's the trip to Hollywood they've dreamed about!



VHEN A STAR IS BORN



They remember that Selznick won last year's League of Nations
 Award and they want to see his biggest picture!



• They want to go along with Gayn and Menjou to that authentic Holl wood premiere with its brillian and excitement!



• They want to sigh, laugh and cry with glamorous Gaynor and March ... now in each others' arms... soon in the hearts of the world!

• They're waiting to see March as the top-notch star who falls for a pretty waitress and makes her famous!

MONDAY, MAY o, NEW YORK EVENING JOURNAL

RecordsBroken At Music Hall

Unique in the Radio City Music Hall's history, "A Star Is Born," Technicolor photoplay hit starring Janet Gaynor and Fredric March, promise of doing greater business in its second week than in its opening engagement. The film has been building gives steadily since its opening day each day's business exceeding the previous day, until last Sunday night's box office receipts counted up to a record for any evening in the Music Hall's history. With business continuing at the present rate, "A Star Is Born" will accomplish the rare feat in show business of beating its own record on its second week.

NEW YORK ★ PITTSBURGH ★

NASHVILLE \star WORCESTER \star COLUMBUS \star FT. WORTH UTICA ★ ROCHESTER ★ NEW HAVEN ★ BRIDGEPORT *

NO WONDER IT GOES A THIRD WEEK AT THE RADIO CITY MUSIC HALL! ... where only six pictures in six years rated three-week runs!

SELZNICK INTERNATIONAL

Janet

GAYNOR*MARCH

ADOLPHE MENJOU . MAY ROBSON ANDY DEVINE . LIONEL STANDER

Produced by

DAVID O. SELZNICK

The First Modern Picture in TECHNICOLOR Directed by

WILLIAM A. WELLMAN . UNITED ARTISTS

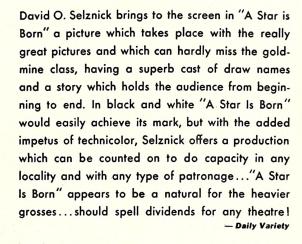
S ANGELES * PHILADELPHIA * SAN FRANCISCO

PROVIDENCE ★ SPRINGFIELD ★ NEW ORLEANS ARTFORD * LONG BEACH, CAL. * SANTA BARBARA

THE BOX-OFFICE METEOR HAS STARTED ACROSS THE SKIES...!

FREDRIC MARCE

ELZNICK INTERNATIONAL

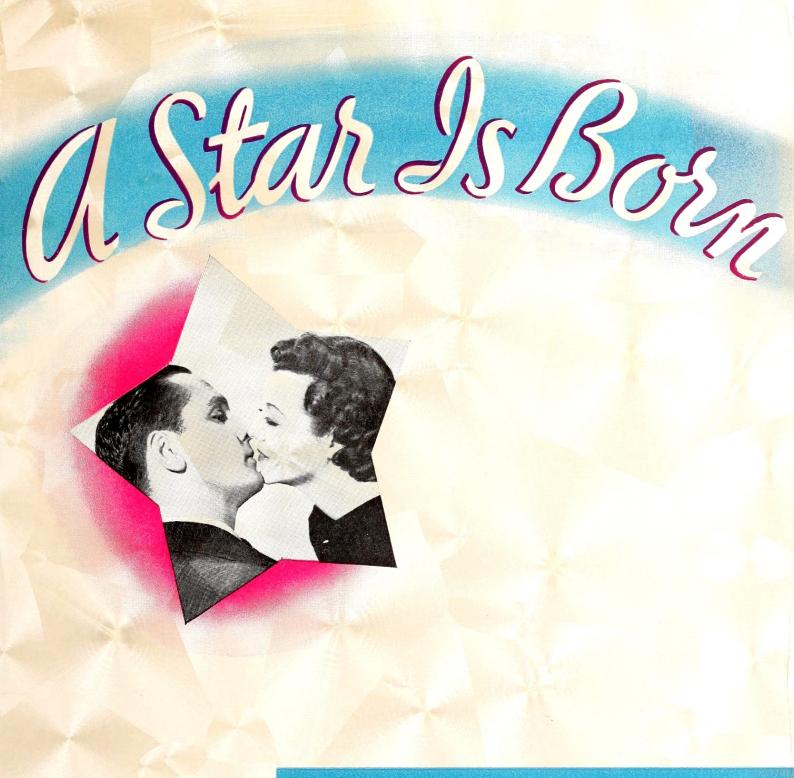


"A Star Is Born," with a responsive world-audience ready made, is due for a record smashing career everywhere...David O. Selznick has smashed through again with a triumphant entertainment. Not for a long time has there been a picture as susceptible to legitimate exploitation and few if any that better deserved it or could make a better return in dollars ... "A Star Is Born" is a magnificent, entertaining money picture!

Today WORLD PREMIERE LOEW'S STATE and GRAUMAN'S CHINESE LOS ANGELES.

Tomorrow . RADIO CITY MUSIC HALL . . . NEW YORK Next two DAY AND DATE OPENINGS IN 150 OF weeks THE NATION'S GREATEST THEATRES

Produced by DAVID O. SELZNICK Released thru UNITED ARTISTS



DAVID O. SELZNICK'S
TECHNICOLOR PRODUCTION SETS THE STANDARD
BY WHICH FUTURE SMASH
HITS WILL BE JUDGED...

WHEN FUTURE

SMASH HITS PLAY THE

THEATRES LISTED BELOW

IT WILL BE A QUESTION

OF HOW CLOSE THEY

CAME TO THE AMAZING

RECORDS COMPILED BY

A STAR IS BORN"

HELD OVER 3rd RECORD WEEK RADIO CITY

MUSIC HALL!... Held Over United Artists and Wilshire Theatres, Los Angeles; Penn Theatre, Pittsburgh; State Theatre, New Orleans; Capitol Theatre, Springfield; Warner Theatre, Worcester; Worth Theatre, Ft. Worth; Ohio Theatre, Columbus; Vendome Theatre, Nashville!

HELD OVER 3rd WEEK UNITED ARTISTS THEATRE, SAN FRANCISCO (and still going strong)!

Theatre, New Haven; Palace Theatre, Bridgeport;
Long Beach Theatre, Long Beach, Calif.; Arlington
Theatre, Santa Barbara; Palace Theatre, Hartford!

HELD OVER INDEFINITELY ALDINE THEATRE,

PHILADELPHIA! ... Held Over Capitol Theatre,
Wilkes-Barre; Strand Theatre, Scranton; Apollo
Theatre, Atlantic City; United Artists Theatre,
Chicago; Denver Theatre, Denver; Paramount
Theatre, Salt Lake City; Palace Theatre, Montreal;
Loew's Theatre, Toronto; Orpheum Theatre, San
Diego; State Theatre, Cleveland!

--- AND SPACE LIMITS US AS HUNDREDS OF ADDITIONAL HOLDOVERS ARE ANNOUNCED ALL OVER THE COUNTRY!



SELZNICK INTERNATIONAL presents

JANET GAYNOR * FREDRIC MARCH

with ADOLPHE MENJOU . MAY ROBSON . ANDY DEVINE . LIONEL STANDER

Produced by DAVID O. SELZNICK · Directed by William A. Wellman · Released thru United Artists

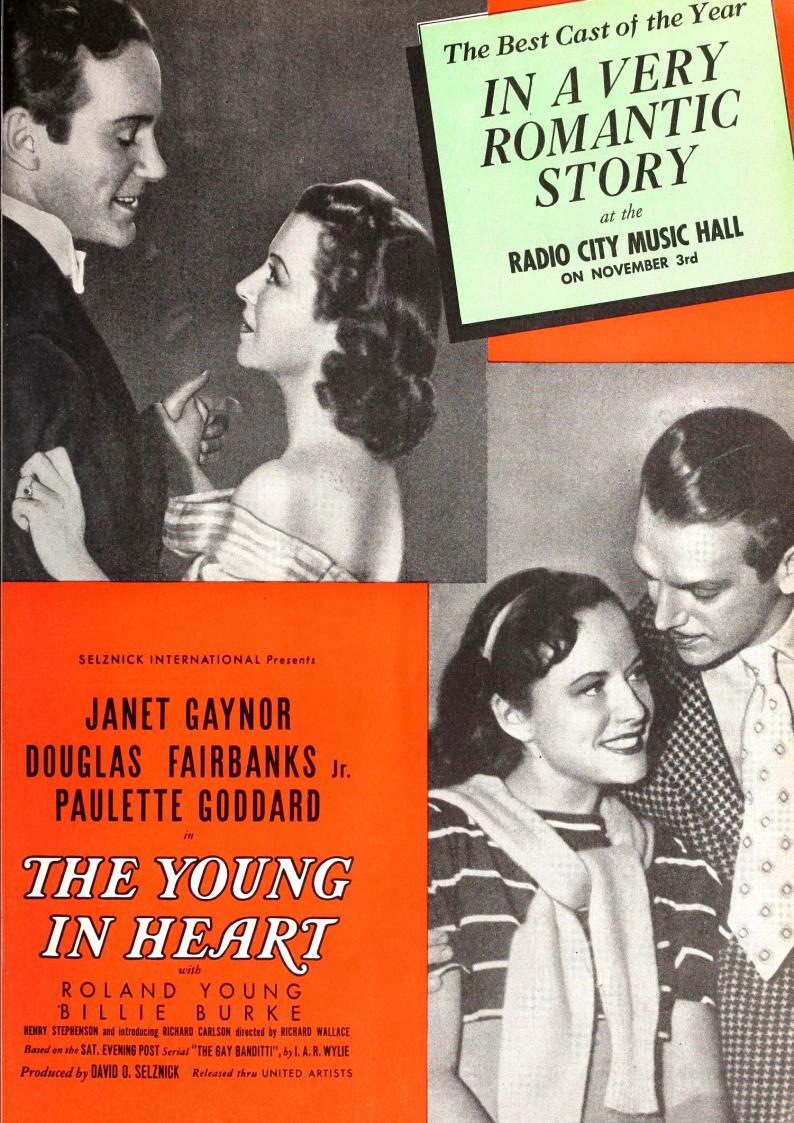


Dear Bill Hollander, Balaban + Katz, Chicago: Exhibitors all over the country are having the same trouble—they can't find superlatives worthy of its phenomenal records and holdovers!



Watch your receipts SUMP when you play

A STAR IS BORN



DAVID O. SELZNICK

presents his first picture of the new season.. a picture that will be as popular with audiences and as important to exhibitors this year as his productions of

"DAVID COPPERFIELD"

"PRISONER OF ZENDA"

and

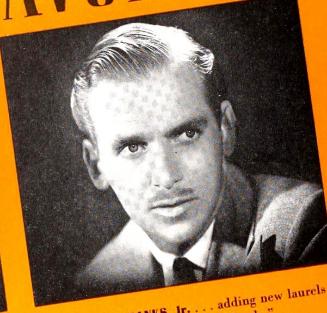
"A STAR IS BORN"

were in their seasons

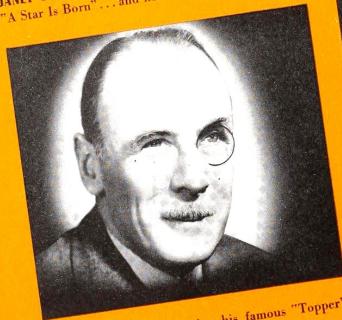
Z-GREAT FAVORITES



JANET GAYNOR . . . in her first Selznick role since "A Star Is Born"... and her best performance.



DOUGLAS FAIRBANKS, Jr. . . . adding new laurels to those he won in "The Prisoner of Zenda."



ROLAND YOUNG . . . topping his famous "Topper" as the fake Sahib!



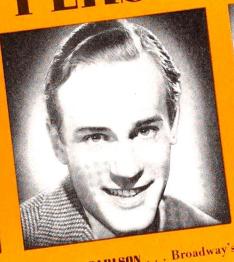
RILLIE BURKE ... incomparable as the mother of the "gay banditti"!

MARIE WOUNG

3 NEW PERSONALITIES



PAULETTE GODDARU . . . Charlie Chaplin's world-acclaimed find . . . in her first talking role!



RICHARD CARLSON . . . Broadway's acting sensation brings a new type of leading man to the screen!



MINNIE DUPREE . . . Beloved young. at-heart veteran of the American stage in her first screen appearance!

SELZNICK INTERNATIONAL presents

JANET GAYNOR
DOUGLAS FAIRBANKS JR.
PAULETTE GODDARD

IN BIBLINE

with ROLAND YOUNG BILLIE BURKE

HENRY STEPHENSON · introducing RICHARD CARLSON · directed by RICHARD WALLACE
Based on the Saturday Evening Post Serial, "THE GAY BANDITTI" by I. A. R. WYLIE
Based by DAVID O. SELZNICK · · · · and Released thru
Reduced by DAVID O. RELIGION ARTISTS





streamlined Ali Babas . . . exuding Charm and a touch of Larceny with every fortune-hunting Smile ... happy-go-lucky Pirates with a Dress Suit nailed to their mast ... In 1917 The bound



Scintillating new star . . . center of the most concentrated public interest in years. Millions of fans are waiting to see her in her first role since Chaplin's "Modern Times"...millions are waiting to hear her speak for the first time on the screen!



SELZNICK INTERNATIONAL Presents

JANET GAYNOR DOUGLAS FAIRBANKS II. PAULETTE GODDARD

THE YOUNG IN BEART

ROLAND YOUNG

BILLIE BURKEN AND BURKEN WALLACE

BILLIE BURKEN AND CARLSON directed by RICHARD WALLACE

HENRY STEPHENSON and introducing RICHARD CARLSON DIVINE CAN BANDLETIN AND A MAXIE

MENNY STEPHENSON and Introducing Michael Caneson directed by Michael Walle.

Based on the SAT, EVENING POST Serial "THE GAY BANDITTI", b) I. A. R. WYLLE and Released thru UNITED ARTISTS Produced by BAYID O. SELZNICK



RICHARD CARLSON RICHARD CARLSON
Brilliant young Broad.
way actor—discovered by
way actor—discovered by
David O. Selznick—in
Discovered by
his first transportation his first screen role!



More romantic than in

Prisoner of Zenda?

"The story has heart, gentle humor and brilliant direction.

One of the best sentimental comedies in years."

The New York Times.



GREAT PERSONALITIES



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JANET GAYNOR "A Star Is Born"



DOUGLAS FAIRBANKS, JR. "Rupert of Hentzau"



PAULETTE GODDARD In her talking debut



ROLAND YOUNG First picture since "Topper"



BILLIE BURKE "Mrs. Topper"



presents

\$\times \times \times

DOUGLAS FAIRBANKSJR.

> PAULETTE GODDARD

in THE YOUNG HEART

> with ROLAND YOUNG BILLIE BURKE

with Henry Stephenson Directed by Richard Wallace Produced by DAVID O. SELZNICK.. Released thru United Artists



RICHARD CARLSON



MINNIE DUPREE



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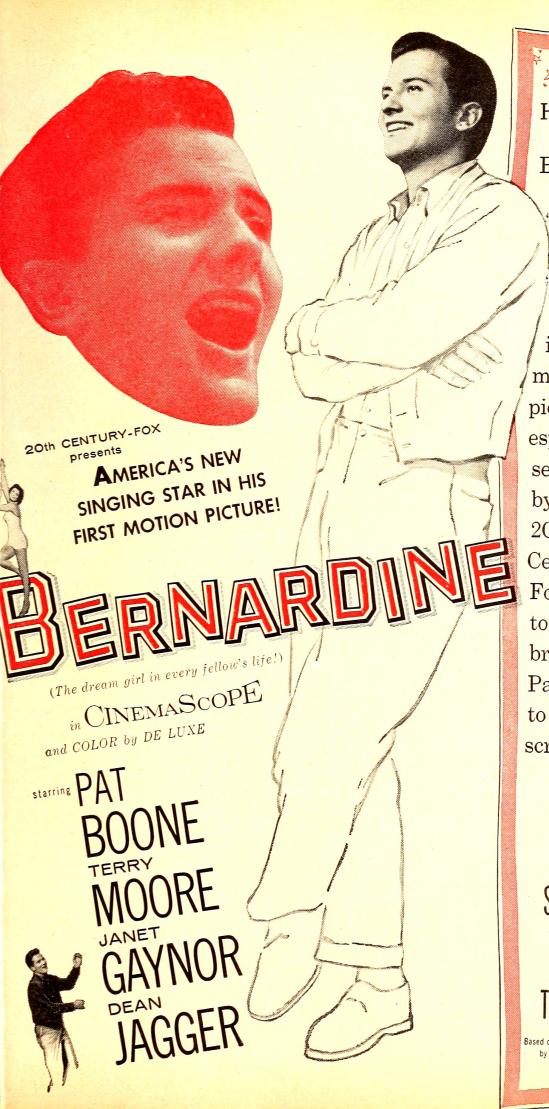
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From the SATURDAY EVENING POST story, "THE GAY BANDITTI," by I. A. R. Wylie



Hear Pat Boone sing...! 'BERNARDINE" "TECHNIQUE" LOVE LETTERS IN THE SAND" in the motion picture especially selected by 20th Century Fox to bring Pat Boone to the screen!

SAMUEL G. ENGEL DIRECTED BY HENRY LEVIN

FODORF RFFVES

Based on a play written by MARY CHASE and produced by IRVING L. JACOBS and GUNTHRIE McCLINTIC

OTHER ADVERTS

FOX OFTEN LISTED JANET IN FILM TITLES BEFORE THINGS WERE SET IN STONE, AND FOR WHATEVER REASON SHE DIDN'T DO THAT PARTICULAR FILM.

HERE ARE SOME ADVERTS FROM THE TIME OF FOX DOING JUST THAT!



3 new movietones with 3 new leading men le ALONE WITH YOU with IOHN GARRICK Directed by Frank Borzage ONE NIGHT IN PARIS KENNETH MacKENNA Directed by Guthrie McClintic BARCELONA HUMPHREY BOGART Directed by John Ford

KING and QUEEN of the

MOVIES

GAYNOR

DAILY NEWS, TUESDAY, MARCH 15, 1932

KING CHARLIE REGAINS THRONE
RULES MOVIEDOM WITH QUEEN JANET



• Part of one day's publicity in N. Y. Daily News (circulation more than 1,350,000).

A						
	FOR KING.					
1 1.	Charles Farrell	.18.456				
2.	Clark Gable	.15,233				
3.	James Cagney	4.820				
4.	James Dunn	4,508				
5.	Lew Ayres	. 2,414				
6.	Ramon Novarro	. 2,001				
	Fredric March					
	Jackie Cooper					
	Robert Montgomery					
	Douglas Fairbanks Jr					
	FOR WOMEN					
	FOR WOMEN.	00.000				
	Janet Gaynor					
2.	Janet Gaynor Joan Crawford	.14,735				
2. 3.	Janet Gaynor Joan Crawford Greta Garbo	.14,735 . 3,666				
2. 3. 4.	Janet Gaynor Joan Crawford Greta Garbo Sally Eilers	.14,735 . 3,666 . 3,616				
2. 3. 4.	Janet Gaynor Joan Crawford Greta Garbo	.14,735 . 3,666 . 3,616				
2. 3. 4. 5.	Janet Gaynor Joan Crawford Greta Garbo Sally Eilers	.14,735 . 3,666 . 3,616 . 2,268				
2. 3. 4. 5. 6.	Janet Gaynor. Joan Crawford. Greta Garbo. Sally Eilers. Clara Bow. Marie Dressler.	.14,735 . 3,666 . 3,616 . 2,268 . 2,009				
2. 3. 4. 5. 6. 7.	Janet Gaynor. Joan Crawford. Greta Garbo. Sally Eilers. Clara Bow.	.14,735 . 3,666 . 3,616 . 2,268 . 2,009 . 1,844				
2. 3. 4. 5. 6. 7. 8.	Janet Gaynor. Joan Crawford. Greta Garbo. Sally Eilers. Clara Bow. Marie Dressler. Sylvia Sidney.	.14,735 . 3,666 . 3,616 . 2,268 . 2,009 . 1,844 . 1,688				
2. 3. 4. 5. 6. 7. 8.	Janet Gaynor. Joan Crawford. Greta Garbo. Sally Eilers. Clara Bow. Marie Dressler. Sylvia Sidney. Joan Blondell.	. 14,735 . 3,666 . 3,616 . 2,268 . 2,009 . 1,844 . 1,688 . 1,319				

Date in

REBECCA of SUNNY

FOX PICTURE

King Charles Farrell . . , who succeeds King Lew Ayres.

As the French used to say when they changed kings:
"Le roi est mort; vive le roi." It means: "The king is

The bea

EASY WINNERS

DUNN - EILERS near top in giant N.Y. Daily News contest

FARRELL AND GAYNOR RULE FILMS AGAIN

Gable.

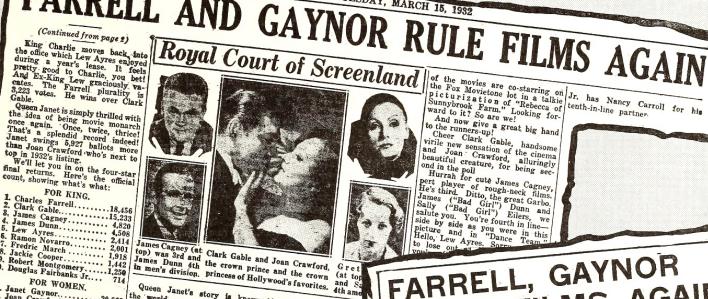
Queen Janet is simply thrilled with
the idea of being movie monarch
once again. Once, twice, thrice!
That's a splendid record indeed!
Janet swings 5,927 ballots more
than Joan Crawford who's next to
top in 1932's listing.
We'll levu in on the four-star
final returns. Here's the official
count, showing what's what:

FOR KING.

9. Robert Montgomery 1,250
1. Douglas Fairbanks Jr. 714
FOR WOMEN.

Janet Gaynor. 20,662
Joan Crawford. 21,473
Greta Garbo. 14,735
Greta Garbo. 3,616
Sally Eilers. 3,666
Good in Hollywood, spurred on to desn't? will probably now the first flicker while function of the first flicker while form a she became fallown Marie Dressler. 2,269
Gylra Sidney. 2,009
Gylra Bown. 3,616
Gylra Gyrra Gyrra Gylra G





James Cagney (at Clark Gable and Joan Crawford, Gret top) was 3rd and the crown prince and the crown (at top James Dunn 4th in men's division, princess of Hollywood's favorites, and Sa 4th amo



FARRELL, GAYNOR RULE FILMS AGAIN

Charlie Returns as King; Janet Stays Queen.

By IRENE THIRER.

Three times a sovereign, and thoroughly beloved by her world-

Once a monarch, once forced to abdicate, and now reinstated! They'll reign side by side during wide subjects!

Hurrah! Hurrah! And Tarranta-1932.

Hailing Queen Janet Gaynor and King Charles Farrell of the Land of Motion Pictures!

Elected to the royal throne of Screenland by you—the voters in The News annual popularity political which closed its ballot box yesterday, and is heralding the regal pair today!

Lew Ayres Forced Out.

Proving what—this most fascirroving wnat—this most laser-nating and satisfying of all con-tests? That the hard-boiled (?) film public is 100% romantic! Sweetness and sincerity pull far above sophistication and artifice.

(Continued on page 10)



Charles Farrell and Janet Gayno recrowned the King and Quee of movieland.

their

BROOK FARM"

Released May 29th



THE TEAM THAT HAS

Dwarfing All Pass

Disc

• The screen's supreme sweethearts. Janet... sparkling soul of loveliness. Charlie... ideal of every girl. Truly an appealing combination — dearer than ever.





SUNNY SIDE UP

Watch Fox This Year!



MERELY MARY ANN

NEVER FAILED YOU

Achievements in

ious

• Love beats and heart throbs tuned to the rhythm of youth in the pulsating quest for happiness.

Directed
by
DAVID
BUTLER

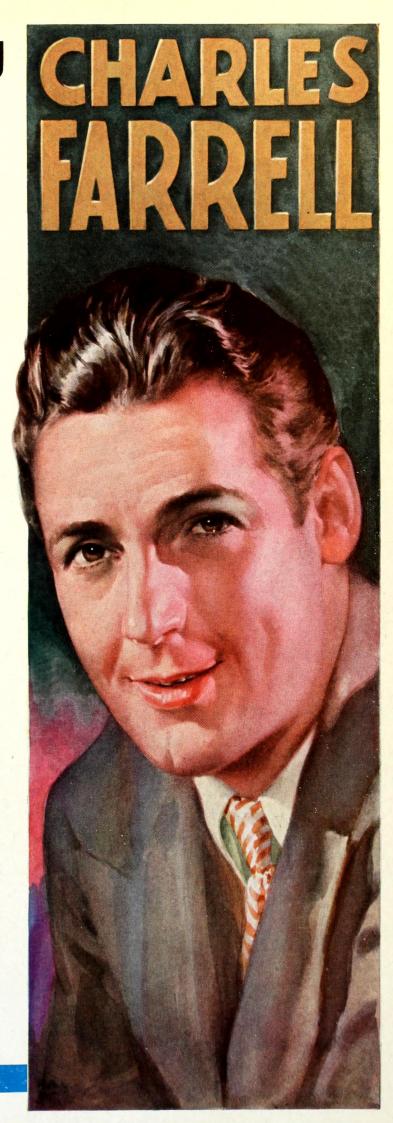




7th HEAVEN



DELICIOUS



2 JANET JANE



CHARLES FARRELL





The team who have never failed you — in a glorious romance. From a stage play that stands as one of the biggest successes of all time.

GAYNOR CANET

CHARLES FARRELL

Rebecca of Sunnybrook Farm

Stage play by Kate Douglas Wiggin and Charlotte Thompson. Screen play by S. N. Behrman and Sonya Levien. Directed by AL SANTELL.

• There's no stronger box-office combination in pictures than "Gold-medal" Borzage directing the outstanding star team of picturedom. Only one thing remains: Tell the world you've got it!

FRANK BORZAGE Production

JANET GAYNOR CHARLES FARRELL

Story by Mary Edgington. Screen play by S. N. Behrman and Sonya Levien.

MY DEAR

FOX PICTURE

MONTHS OF YOUR YEAR!

FRONTIER MARSHAL

GEORGE O'BRIEN Irene Bentley Released January 26th

JANET GAYNOR LEW AYRES LIONEL BARRY MORE HENRIETTA CROSMAN

THE HOUSE OF CONNELL

with Stepin Fetchit A Henry King production. Released January 19th

WOMAN AND THE LAW

Claire Trevor Victor Jory Howard Lally

Released February 9th

FOX MOVIETONE **FOLLIES**

Janet Gaynor Warner Baxter Spencer Tracy Lilian Harvey Sally Eilers Lew Ayres James Dunn

Heather Angel, John Boles, Norman Foster, Victor Jory, Herbert Mundin, Preston Foster, Florence Desmond, Rochelle Hudson, Harvey Stephens, Sid Silvers, Mona Barrie, Miriam Jordan, Dixie Frances, Claire
Trevor, Wini Shaw, Music!
Fetchit. Plus Girls! Music! Novelty! Story! Lew Brown production.

Released February 2nd

ALL MEN ARE ENEMIES

Here, unquestionably, is one of the year's great pictures. A best-seller on two continents . . . exultant with the sheer joy of living . . . glorified by the most beautiful romance ever attempted on the screen. An exceptional cast is being chosen.

Al Rockett production.

Released February 16th

STRANGER IN THE NIGHT

Heather Angel Victor Jory Miriam Jordan

Directed by Irving Cummings.

Released February 23rd

What do you say...

CLARA BOW in HOOPLA. With Preston Foster, Richard Cromwell, Herbert Mundin, James Gleason, Minna Gombell. Al Rockett Production. Directed by Frank Lloyd. Released November 30th

SMOKY. WILL JAMES' novel read by a million. With Victor Released December 8th Jory, Irene Bentley, Will James.

I WAS A SPY. With Madeleine Carroll, Herbert Mar-Released December 15th shall, Conrad Veidt.

I AM SUZANNE! Starring LILIAN HARVEY with Gene Raymond, Leslie Banks, The Teatro dei Piccoli and The Yale Puppeteers. Jesse L. Lasky production. Directed by Released December 22nd Roland V. Lee.

WILL ROGERS as MR. SKITCH.* With Zasu Pitts, Rochelle Hudson, Florence Desmond, Harry Green. Directed Released December 29th by James Cruze.

AS HUSBANDS GO. With WARNER BAXTER, Helen Vinson, Warner Oland, Catharine Doucet. From Rachel Crothers' stage smash. Jesse L. Lasky production. Released January 5th

With Heather Angel, 7 LIVES WERE CHANGED. Norman Foster, Herbert Mundin, Ralph Morgan. Released January 12th

JANET GAYNOR, LEW AYRES, LIONEL BARRYMORE, HENRIETTA CROSMAN in THE HOUSE OF CONNELLY* with Stepin Fetchit. From Paul Green's tremendous stage success. A Henry King Released January 19th production.

FRONTIER MARSHAL. With George O'Brien, Irene Bentley. From incidents in Stuart N. Lake's novel.

Released January 26th

FOX MOVIETONE FOLLIES. Janet Gaynor, Lilian Harvey, Warner Baxter, Lew Ayres, Spencer Tracy, James Dunn, Sally Eilers, Heather Angel, John Boles, Norman Foster, Victor Jory, Herbert Mundin, Preston Foster, Florence Desmond, Rochelle Hudson, Harvey Stephens, Sid Silvers, Mona Barrie, Miriam Jordan, Dixie Frances, Claire Trevor, Wini Shaw, Stepin Fetchit. Lew Brown production.

WOMAN AND THE LAW. With Victor Jory, Claire Trevor, Howard Lally. Directed by Irving Cummings. Released February 9th

ALL MEN ARE ENEMIES. Here, unquestionably is one of the year's great pictures. Richard Aldington's novel... best-seller on two continents. Imbued with every quality that makes for mighty box office. Al Rockett production. Released February 16th

STRANGER IN THE NIGHT.* Victor Jory, Heather Angel, Miriam Jordan. Directed by Irving Cummings. Released February 23rd



Remarica's Favorite Star Team

News to gladden every exhibitor's heart ... a master-stroke of FOX showmanship ... re-joining the greatest star team of the screen in a great picture. Your marquee will swell with pride!



GAYNOR CHARLES FARRELL

in

IN LOVE WITH LIFE

(Temporary Title)

JAMES DUNN GINGER ROGERS

From the story "Manhattan Love Song" by KATHLEEN NORRIS

PRODUCED BY WINFIELD SHEEHAN





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